NOVEMBER 15, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

Every Week . . . 1,000 Letters for Royal Crown Cola!

Royal Crown Cola pulls that many letters each week on the AVERAGE for its "Swing Class." Just plain listener interest. That's what does it. That's W-I-T-H . . . the radio station all Baltimore listens to, to hear about $135 dresses from the smart Charles Street specialty shops, the last race at Pimlico and what's going on at the movies.

It's the combination of music . . . news . . . and special events leading up to sales results, that makes W-I-T-H the radio buy in Baltimore.

W-I-T-H

IN BALTIMORE

Tom Tinsley, President

REPRESENTED NATIONALLY BY HEADLEY-REED

"FEATURE FOODS"*

IS YOUR

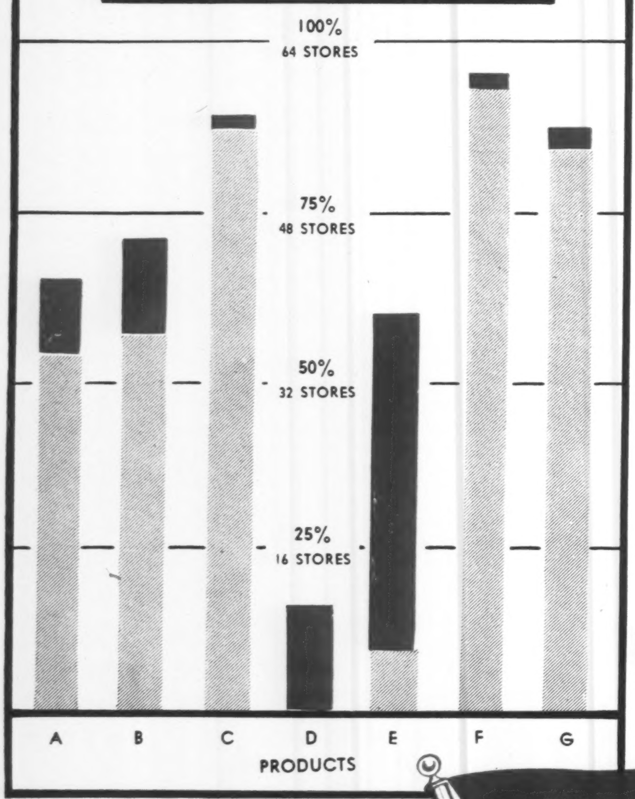
SALES FORCE AUXILIAR

"FEATURE FOODS" is primarily a radio advertising program, selling goods to consumers, but the "plus" merchandising features are proving invaluable to advertisers in these war-time days of smaller sales staffs and fewer dealer calls.

The "Feature Foods" merchandising staff calls regularly on retail grocers and reports to advertisers on ever-changing retail conditions. One company made 10 calls in one district where five stores stocked the product. But "Feature Foods" made 50 calls in that same district; in other words, instead of the 50% distribution the sales manager thought he had, and 5 stores not stocking the product, he had only 10% distribution with 45 stores yet to be sold!

Although selling is not the principal business of the merchandising crew, they do take orders for "Feature Foods" products. In one new district, for example, only 6 of 64 stores carried a new "Feature Foods" item. Yet almost every one of these stores carried a competing brand. The "Feature Foods" merchandising crew, on their first round of this district, took orders in 34 stores! Here's a "plus" service that makes it worthwhile now, more than ever, for any food manufacturer to pay a little extra and buy "Feature Foods." For the full story, ask any John Blair man.

The "Feature Foods" merchandising crew call on 1000 retailers to acquaint them with the advertising activities of "Feature Foods" sponsors. With close contacts with grocers, they are frequently able to get stores to stock "Feature Foods' products. This graph shows the results in a new retail district with 64 stores. On their first round "Feature Foods" took orders in 45 stores, opened from 1 to 32 new outlets for each of seven "Feature Foods" products.



*** FEATURE FOODS**

"Feature Foods" is a big-time, network-calibre program conducted by Martha Crane and Helen Joyce, 11 to 11:30 a.m. daily except Sunday. It is a homemakers' service broadcast patterned after big variety programs, offered on a participation basis, five days weekly. Commercial copy is written and read by Martha and Helen to be part of the program.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

CHICAGO

The
PRAIRIE
FARMER
STATION

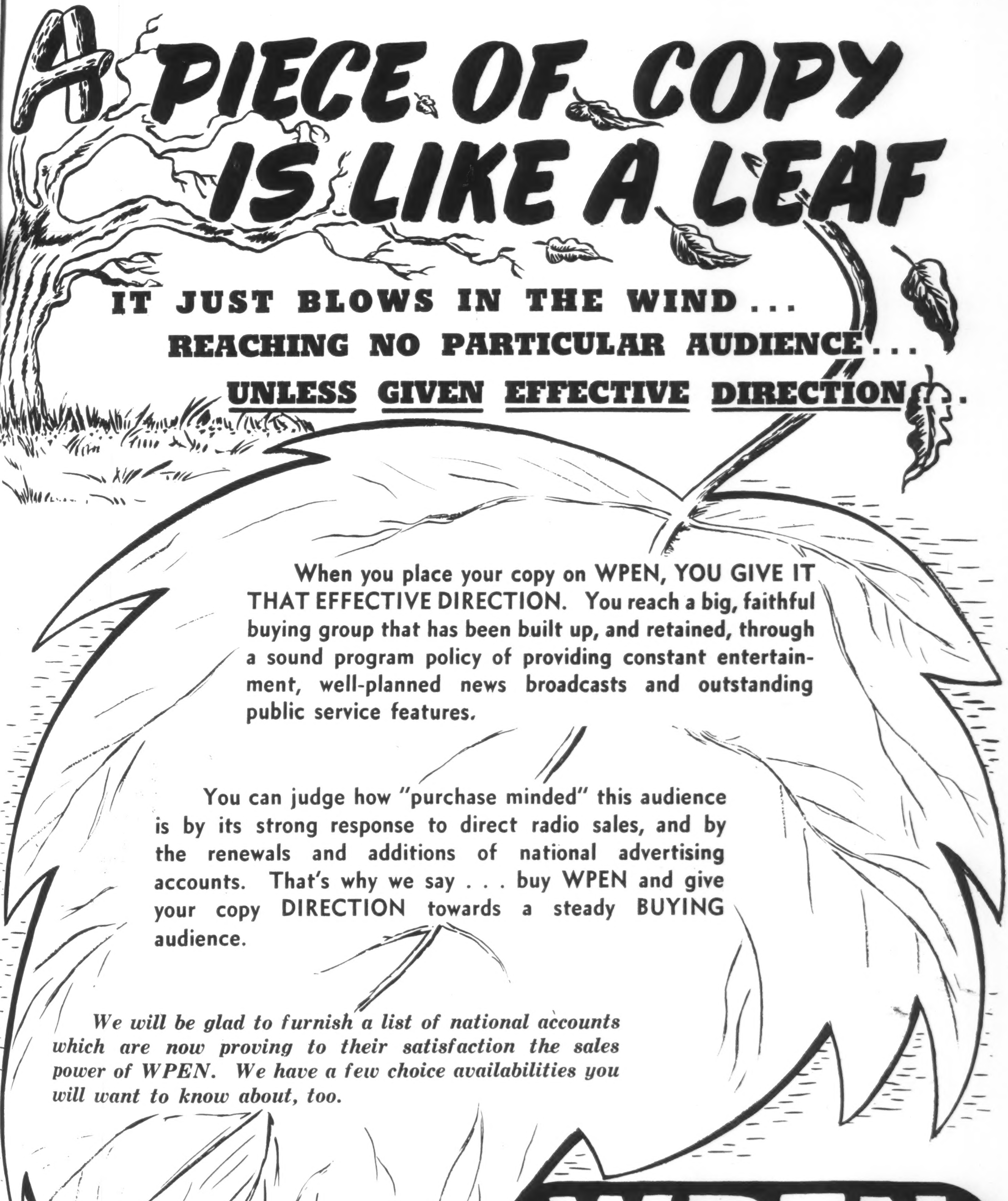
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

XUM



A PIECE OF COPY IS LIKE A LEAF

IT JUST BLOWS IN THE WIND . . .
REACHING NO PARTICULAR AUDIENCE . . .
UNLESS GIVEN EFFECTIVE DIRECTION . . .

When you place your copy on WPEN, YOU GIVE IT THAT EFFECTIVE DIRECTION. You reach a big, faithful buying group that has been built up, and retained, through a sound program policy of providing constant entertainment, well-planned news broadcasts and outstanding public service features.

You can judge how "purchase minded" this audience is by its strong response to direct radio sales, and by the renewals and additions of national advertising accounts. That's why we say . . . buy WPEN and give your copy DIRECTION towards a steady BUYING audience.

We will be glad to furnish a list of national accounts which are now proving to their satisfaction the sales power of WPEN. We have a few choice availabilities you will want to know about, too.

5000 WATTS • 950 ON THE DIAL

WPEN
Philadelphia

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL

is the most

economical

buy

in

OMAHA

For Outstate Nebraska -

KFAB

is a

must!

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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IN THIS ISSUE—

Law Geared to Post War Radio Urged 9
Senate Probe Hits on Morals 9
CBC Forms Two New Commercial Hookups 10
Petrillo Rejects Sarnoff-Paley Proposal 10
Radio—American or European—W. S. Paley 11
Resignations Rumored as Probe Resumes 12
Allis Chalmers Sponsors Boston Symphony 12
Lewis Gives Time to Rep. Patman 16
60% Predicted in Video Range After War 16
AFM Closes Case Before WLB Panel 18
Merging of CBC's Top Posts Studied 18
WPB Census to Show Set Ownership Increase 26
OWI 'Don't Travel' Spots for Sponsorship 30
Civilian Tube Deliveries Up, Says WPB 58
Retail Promotion Keeps On Clicking 59
Flamm Asks to Intervene in WMCA Sale 59
Better War Loan Plans in Progress 60
Legislation, Other Issues Before NAB Board 66
Don Shaw Named to Blue Sales Post 66

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

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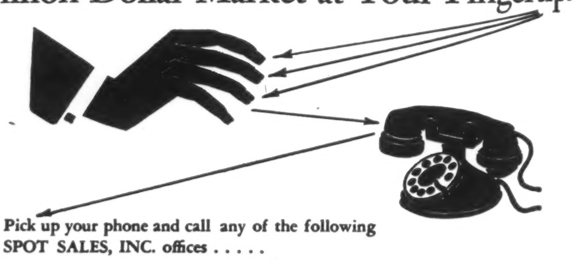
A Billion Dollar Market at Your Fingertips*



Pick up your phone and call any of the following
SPOT SALES, INC. offices . . . . .

New York, 400 Madison Ave.
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San Francisco, 3-5 Third Street
Exbrook 3558

Chicago, 360 N. Michigan Ave.
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WOL
WASHINGTON, D. C.

* *1,450,000 people in WOL's primary area with an effective buying income of $1445 per person.*

YOUR KEY TO 3½ MILLION PURSES!

America's
4TH Largest
Market

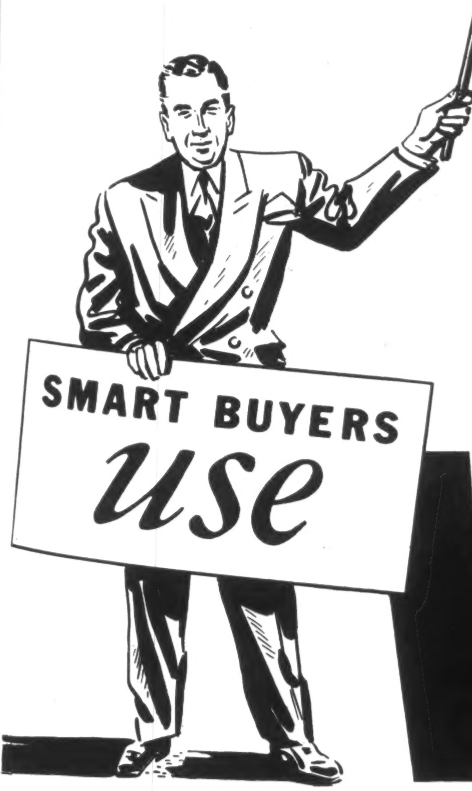
SEE easel presentation based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Yes, there are 3½ million bigger-than-average purses in America's 4th Largest Market — more than in 14 major cities combined!*

The most extensive study ever made of this important market* reveals never-before-available marketing facts . . . comparative ¼ hour ratings of *all* stations . . . discloses daytime and nighttime program preferences. In short, gives you the facts you need to get the most for your advertising dollar.

You owe it to your clients and yourself to see it. Write or phone today: WAAT, NEWARK 1, NEW JERSEY.

National Representatives (Outside New York Area) Spot Sales, Inc.



WAAT

**970 KC
NEWARK,
N. J.**

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

PERSONALITIES

This is station KWK

*FIVE OUT OF THE SIX "BEST KNOWN" ST. LOUIS RADIO PERSONALITIES ARE ON KWK

ALPHABETICALLY LISTED, THE FIVE ARE:

RAY DADY
DIZZY DEAN
RUSH HUGHES
JOHNNY O'HARA
ED WILSON

*EDW. G. DOODY & COMPANY, RESEARCH ANALYSTS, HAVE JUST COMPILED THEIR FINDINGS IN AN INTERESTING SURVEY.

They made 500 personal interviews. They asked these people to name St. Louis radio personalities. Some named one or two, others as many as ten.

Out of the personalities most often mentioned six led by a very wide margin.

FIVE OUT OF THESE SIX LEADERS ARE KWK PERSONALITIES.

KWK
1
2
3
4
5
6
7
8
9
10
11

1. **May Kennedy McCord**
   9:45 A.M. Monday through Friday
2. **Ray Dady**
   8:45 A.M. and at Noon Monday through Friday
3. **Dizzy Dean**
   Sports
4. **Ed Wilson**
   8:00 A.M. Monday through Saturday
   3:00 to 4:45 P.M. Monday through Saturday
5. **Johnny O'Hara**
   6:05 P.M. Monday through Saturday
6. **Carl Hohengarten**
   7:30 P.M. Tuesday and Thursday
7. **Rush Hughes**
   10:00 A.M. and 6:15 P.M. Monday through Saturday
8. **Jean Webb**
   7:30 P.M. Tuesday and Thursday
9. **Buddy Heitz**
   7:15 P.M. Monday, Wednesday, Friday and 7:30 P.M. Tuesday and Thursday
10. **Rich Hayes**
    7:30 P.M. Tuesday and Thursday
11. **Jack Connors**
    7:30 P.M. Tuesday and Thursday

The above numerical order does not indicate relative popularity of artists in the survey.

ST. LOUIS **KWK** MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.

RAY DADY GOES COAST-TO-COAST!

SPONSORED BY
GROVE LABORATORIES

ANOTHER FIRST FOR KWK

KWK is now broadcasting the FIRST, daily, commercially-sponsored, coast-to-coast, network show to originate in St. Louis . . . .

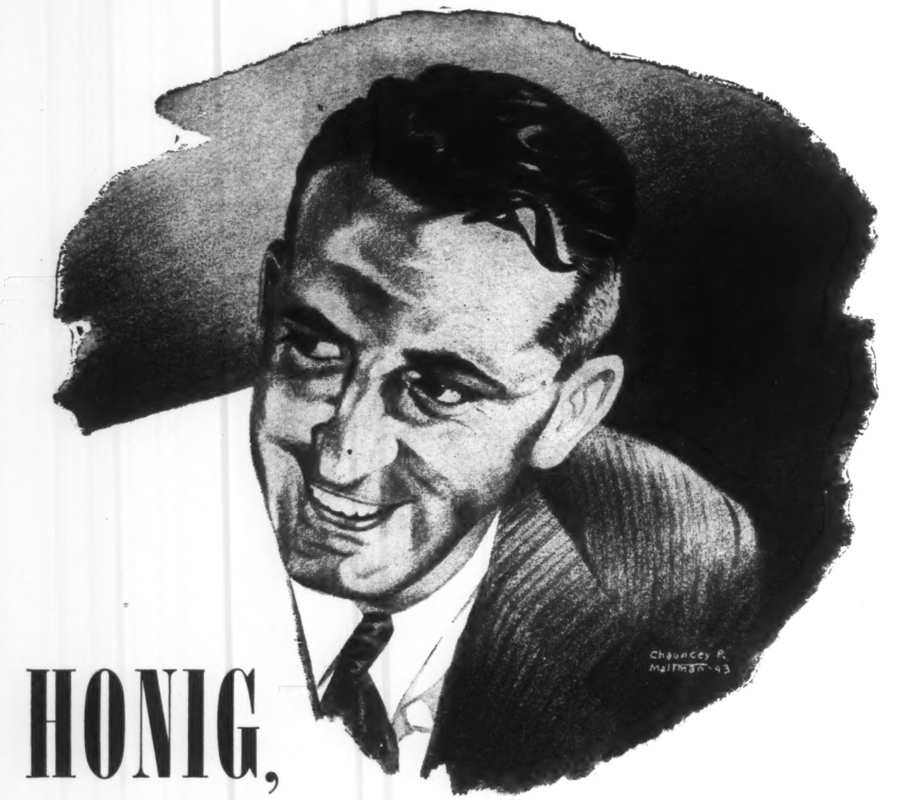
Mutual Network is now carrying, coast-to-coast, Ray Dady and his "Sidelights on the News." He broadcasts 1:00 P.M. EWT, Monday through Friday. This is the first origination from St. Louis of a commercially-sponsored, coast-to-coast, daily, network feature.

This national recognition for a KWK personality is further tribute to the policy of giving listeners the very best possible radio entertainment.

Ray Dady has long been considered one of the Middle West's most noted news analysts and we are happy to share him with the nation.

ST. LOUIS **KWK** MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



LOUIS HONIG,

Account Executive, Erwin, Wasey & Co., San Francisco

Says—"This year, our clients will invest more money in spot broadcasting than ever before."

●Yes, Mr. Honig, spot broadcasting has grown so enormously and so steadily, for so many years, that some people assume it's now at about its maximum ultimate peak.

●But we'll venture a prediction—that as time goes on, "national spot" will account for a far greater and greater percentage of all radio time. That's another reason why we of F&P emphasize the kind of service that builds for the *future*, regardless of its immediate profit or loss. And that, perhaps, is why so many good agencies and advertisers have come to think of F&P almost as a department in their own businesses.

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc	

FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *444 Madison Ave.*
Plaza 5-4130

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer Bld*
Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 20 WASHINGTON, D. C., NOVEMBER 15, 1943 $5.00 A YEAR—15c A COPY

Law Geared to Post-War Radio Pondered

Paley at Senate's Inquiry; Fly Critical

VISIBLY impressed by the prospects of FM and television as post-war developments destined to broaden radio's horizons, the Senate Interstate Commerce Committee last week decided to probe into future allocations before determining the scope of legislation it will draft at this session to correct "administrative abuses". After three hearings last week and four the week before, it was evident the committee would sit for at least another fortnight.

Although it is pure guess-work at this stage, to forecast the precise nature of legislation to be offered, it appeared clear that there will be action. FCC Chairman James Lawrence Fly, evidently convinced that Congress will act, offered additional legislative recommendations in an appearance last Thursday concluding his testimony.

Paley Urges Change

At the invitation of Chairman Wheeler (D-Mont.) he will submit his ideas on changes, most of which appear to seek more, rather than less, regulatory control. Other parties, Chairman Wheeler announced, also will be requested to offer proposals as suggested amendments to the pending White-Wheeler Bill (S 814), the legislative vehicle before the committee.

Last week the committee heard William S. Paley, CBS president, beseech Congress to write into the statute the outer limits of FCC authority and to curb that agency's inroads into programming and business practices as destructive of American private enterprise. He implored the committee to restore radio to equality to other American enterprise but give it no privileged place.

Mr. Fly, however, in his fourth appearance, which was to last only a few minutes, elected to offer heated rebuttal and lash out against the CBS president's proposal, contending he was seeking to vitiate the network regulations and restore "monopoly" in the hands of "two New York men". He shouted down practically every contention made by Mr. Paley, asserting that the CBS president wanted networks to operate as "legalized outlaws", controlling radio "from New York and Hollywood". Mr. Paley had appeared out of turn last Tuesday because he is on call for a North African mission for OWI.

The old "soap opera" bugaboo and moral uplift of programs were belabored last Friday by Chairman Wheeler and Mr. Fly. Such epithets as "vile" and "rotten" were hurled in describing daytime programs. Mr. Fly called them "trash". His position, succinctly, was that the dollar sign governs radio, that forum and other high calibre programs are being pushed around and that money give-away programs, which he said were rampant on smaller stations, violated the lottery law, but nothing was done about them by the Commission because it exercised no control over programs.

Before the hearings conclude, Senator Wheeler announced, the committee will hear from T. A. M. Craven, who has been at odds with Chairman Fly's practically automatic Commission majority on almost every policy consideration. The chairman also asked that Commission engineering experts testify on the allocations structure —an assignment probably to be delegated Chief Engineer E. K. Jett.

Mr. Wheeler said he also had asked NBC and CBS to have their engineering experts testify regarding allocations. It is presumed that with FM and television to be covered, and the whole question of post-war allocations in the spotlight, other key engineering figures, including Dr E. H. Armstrong, famed developer of FM, will appear. It is hard to predict where the allocations phase will stop, once opened up, according to observers.

Trammell to Appear

Chairman Wheeler also disclosed that Niles Trammell, NBC president now in the Mediterranean area on a tour of the war theatres, will testify before the record is closed, probably two weeks hence. Among others who will be heard are Neville Miller, NAB president; Louis G. Caldwell, general counsel of Mutual and of the Clear Channel Broadcasting Service; approximately six independent broadcasters under the NAB banner, and a spokesman for the American Federation of Labor, which recently adopted a resolution advocating a change in the law. BLUE has not filed an appearance.

Among legislative recommendations made orally to the committee by Mr. Fly, in addition to his suggestion that the Commission should have some form of "graduated penalties less than revocation", was the suggestion that Congress consider FCC control over the transfer of less than a majority of stock of stations. He pointed out that the Commission now takes into account close personal relationships where one party puts up the money for another, but that nothing comparable to the Holding Company Act obtains in broadcasting.

The intense interest of the committee in the newspaper ownership issue was evinced again last Thursday. Chairman Fly earlier had said he would be glad to have Congress decide policy on newspaper ownership, but felt the question should be "litigated". This inferred that there would be a policy ruling by the Commission. Last Thursday, questioned by Senator Brooks (R-Ill.), Mr. Fly said the Commission would "decide" the newspaper issue soon. It has been pending for two years.

On Friday Horace L. Lohnes, president of the Federal Communications Bar Assn., and Herbert M. Bingham, chairman of its legislative committee, supported the White-Wheeler bill in most particulars. "Lottery" or money give-away programs were discussed. Mr. Lohnes urged amendment of the political section to relieve stations of liability for slander or grant authority to censor. A client of his settled a case for $17,000 recently because of ambiguity in the statute, he said.

Witnesses today (Nov. 15) include Richard T. Frankensteen, vice-president of the United Automobile-Aircraft & Agricultural Implement Workers (CIO), and J. Frank Burke, president of KPAS Pasadena, Cal., both regarded as pro-FCC witnesses. Mr. Burke recently published "The Peoples Radio", a tabloid opposing the bill and supporting the FCC. Copies were distributed at the hearings.

Mr. Frankensteen recently complained to the FCC about refusal of WHKC Columbus to carry a speech in which he sought to attack Congress. CIO has supported the FCC and opposed the networks and stations on sale of time for controversial issues. NAB Code provisions are under CIO attack.

Strategy of Chairman Fly apparently is to sprinkle pro-FCC witnesses to break up testimony in support of new legislation. He announced Thursday that "several broadcasters" desire to appear, presumably as Commission witnesses. Obviously this is designed to offset any independent broadcaster's advocacy of new legislation.

Presenting radio's side on com-

(*Continued on page 51*)

Soap Operas, Shakespeare, Gambling Draw Spotlight at Senate Radio Probe

MORALS via radio were pushed around by members of the Senate Interstate Commerce Committee and FCC Chairman James Lawrence Fly last Thursday during hearings on the White-Wheeler bill (S-814) to amend the Communications Act of 1934.

With virtually every Senator present taking part, but with Chairman Wheeler (D-Mont.) and Mr. Fly carrying most of the banter, legislation was sidetracked as the issue of the "moral effects" upon the public of so-called "soap operas" and those programs which offer money or other premiums to listeners was aired.

It started when Chairman Fly, admitting rather sheepishly, "I do have a gambling instinct but I don't want radio attracting me", assailed what he called "lottery programs" through which there's a "sheer possibility the listener may get some dough by tuning to

(*Continued on page 61*)

Two Commercial Networks, Canada-Wide, Formed by CBC

Advertiser Demands Met by New Transcanada And Dominion Hook-ups, Effective Jan. 1

By JAMES MONTAGNES

FORMATION of the Transcanada and Dominion networks was announced by the Canadian Broadcasting Corp. Board of Governors at Ottawa on Nov. 13, to take effect on Jan. 1, 1944. Seventy of Canada's 89 broadcasting stations are now on a CBC commercial network, 15 of the remaining stations being in areas covered by the two network stations and the other four being in areas where landlines are not available.

The Transcanada network includes most of the stations on the present CBC National network, stretching from CBR Vancouver to CJCB Sydney, N. S. The Dominion network will operate from CJVI Victoria, B. C., to CHLT Sherbrooke, Que., for the present, and CJBC (till Nov. 15 CBY) Toronto, as the key station. Later the network may be extended to the Atlantic coast.

Advertisers' Demand

Decision to form a second commercial network was reached some time ago as a result of increasing demand by national advertisers for coast-to-coast network time. First user of a tentative second commercial network was Gillette Safety Razor Co. of Canada in July 1941 for fight broadcasts. Since then the number of users of the alternative network has grown till this year it was decided to form a definite second national network. The Dominion network will start by going on the air seven nights weekly from 8-11 p.m. (EDT). The Transcanada net will continue to feed about 17 hours of network sustainers and sponsored programs across Canada.

No official data has yet been released as to the actual make-up of the two nets, but Dr. A. Frigon, CBC acting general manager, has announced that a realignment of stations on the national network is now underway. Some of these will go on the new Dominion net, though most will remain on Transcanada.

The two networks will provide wider coverage for important national programs dealing with the war effort, and will also give wider distribution to top-flight sponsored programs which the CBC network has not been able to accommodate.

Decision to change the call letters of CBY to CJBC was reached when surveys showed that programs of CBL and CBY, Toronto CBC outlets, were often mistaken by listeners. CJBC distinguishes the station from CBL insofar as local listeners are concerned. At the same time it was announced that CJBC would be key station of the Dominion network, and increase power from 1 kw. to 5 kw. with the new equipment to be installed when it is available. CJBC will continue on 1010 kc. The announcing staffs of the two stations will be separated, and each will have its own announcers. CJBC will continue to be BLUE outlet in Toronto.

Satevepost Schedule

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*), on Nov. 17 will increase the number of stations on which it is sponsoring a staggered schedule of one-minute transcribed chain breaks, five minute transcribed drama and quarter-hour live news programs to 90, with use of three other markets anticipated soon. Contract is for 13 weeks. Agency is MacFarland-Aveyard, Chicago. Stations being used are:

WNAC WORL WCOP WHDH WEEI
WBZ WIND WCFL WENR WAIT
WMAQ WGN WBBM WLW WCPO
WSAI WKRC WCKY WTAM WGAR
WHK WWJ WXYZ CKLW WDAF KMBC
KCMO WHB WENY WQXR WOR WJZ
WMCA WEAF WEAU KYW WPEN WIP
WFIL WDAS KIRO KJR KOL KOMO
WRC WTOP WMAL WOL WINX WWDC
WSB WGST WAGA WATL WBAL WFBR
WITH WKBW WJR WFBR WBNY KFLD
WFAA KGKO WRR KNX KFI KECA
KHJ KMPC WCCO KSTP WTCN WLOL
KDKA WCAE WJAS KQV KPO KQW
KFRC KGO KJBS KMOX KSD KXOK
KWK KWIL CKCL CFRB.

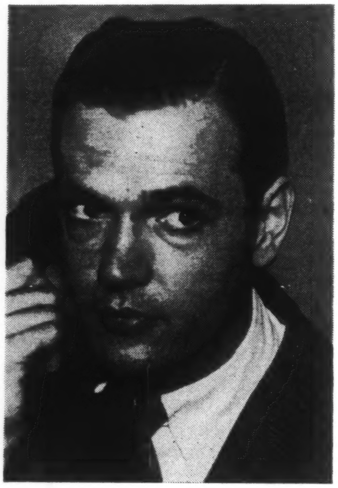
Russell Recovering

FRANK M. (Scoop) RUSSELL, NBC vice-president in charge of Washington activities, is recovering at Doctor's Hospital, Washington, from an attack of pneumonia. He was taken to the hospital Nov. 6. It was his second pneumonia attack within a year although he was not hospitalized the first time. He is expected to be away from his office several weeks.

Paley Overseas

WILLIAM S. PALEY, CBS president, has left New York for his overseas psychological service with the Office of War Information, assigned to the Mediterranean area. Paul W. Kesten, executive vice-president, is in charge.

Lt. H. O. Morris



LT. HARRY O. MORRIS Jr., on leave from the sales staff of KMBC Kansas City, was killed in an Army plane crash near Dayton, O., Nov. 1, while on active duty, according to an official Army announcement last week.

Son-in-Law of Church

Lt. Morris, 28, son-in-law of Arthur B. Church, president of KMBC, left the station two years ago to join the Army and received his wings as a Ferry Command pilot three weeks before the accident. He was co-pilot of a B-24, headquartered at Palm Springs, Cal., when the accident, a service flight, occurred.

"Tom" Morris joined KMBC in January 1941 after having served on the sales staffs of KVOO and KTUL Tulsa. He attended Kansas City U. and Westminster College in Fulton, Mo. In 1937 he joined the United Press, working in San Antonio for a year, when he became associated with NEA Cleveland as assistant promotion manager. He entered radio in 1939 with KGKO Ft. Worth and resigned a year later to join KTUL.

Lt. Morris married Virginia Church five years ago. Their son, Arthur Sinclair Morris, is 4.

FOUR WOMEN advertising agency representatives chat over cocktails after viewing the radio industry's film presentation, "Air Force and the Retailer", shown at the Drake Hotel, Chicago, Nov. 1-2. Feminine advertisers (l to r) are: Myrtle Wright, Leo Burnett Co.; Evelyn Stark and Bergliette Boe of MacFarland-Aveyard & Co.; and Hildred Sanders, Mitchell-Faust Adv. Co., all of Chicago.

Sarnoff-Paley Plan Rejected by AFM

Petrillo Calls It Unacceptable After 'Lawyerless' Meeting

WITH NO resumption last week of the "lawyerless" conferences held Nov. 5 between presidents David Sarnoff of RCA, William S. Paley of CBS and James C. Petrillo of the American Federation of Musicians, and with no date set for any future meeting, hope had practically disappeared by the weekend that these sessions would end the recording dispute between the union and Columbia Recording Corp., RCA Victor and NBC Radio Recording Division.

On Friday it was learned that Mr. Petrillo had notified Mr. Sarnoff that the proposal made by the company chiefs was not acceptable to the union. Details of the proposition were not revealed, but it is believed that it contemplated a joint attempt to secure a change in the copyright legislation that would give the makers of recordings and the recording artists a continuing right in the use of their product beyond the point of sale. It is also understood that the company presidents stood fast on their refusal to recognize the principle of payment to the union of fees to be used for the benefit of the AFM's unemployed members, a principle which has been included in recent contracts between the AFM and a number of other record and transcription companies.

Summations Prepared

Mr. Petrillo left New York Friday evening and will not return for at least a week, it was learned, and no date was set for a future meeting with Mr. Sarnoff. Mr. Paley had left earlier in the week for a special overseas assignment with the OWI which is expected to keep him abroad for at least six months. Meanwhile, counsel for both the companies and the union were preparing their summation arguments for presentation to the War Labor Board panel when the hearings in New York are resumed on Wednesday (see story on page 18).

Failure of the top company and union executives to settle their recording differences strengthens industry opinion that radio may soon become involved. Contracts between NBC and CBS and the AFM locals in New York and Chicago expire in Jan. 1944, and Mr. Petrillo some months ago halted negotiations for new contracts by executive order to the locals in those cities. It is believed quite likely that the union president would not hesitate to use the expiration of these contracts, to which he has alluded as "the biggest club a labor organization ever had," as a means to force the acceptance of his terms by their affiliate recording companies.

Radio—American or European System?

Control by Government, Even Without Ownership Is the Critical Factor

By WILLIAM S. PALEY

President, Columbia Broadcasting System

THE CASE for a "free radio" in the United States now is being made before the Senate Interstate Commerce Committee, holding hearings on the White-Wheeler Bill (S-814). Last Tuesday William S. Paley, CBS president, appeared as the first witness for the bill, appearing out of turn because he is on call for a mission to the Mediterranean war theatre for OWI. Mr. Paley's affirmative story, in which he pulled no punches, is told here. The story is based on his 17 years as president of CBS. The cross-examination of committee members is recounted in the running story of the hearings on another page in this issue.

THE LAST time I appeared before your committee was in June 1941. Your committee was then holding hearings on Senator White's resolution, investigating the network regulations which had just been promulgated by the FCC.

I think that most of you are familiar with the course of our experience since then. We tested the Commission's right to impose such regulations in the courts. After two hearings before the court in New York and two arguments in the Supreme Court, the final result was the Supreme Court's decision on May 10 of this year. This decision served one very wholesome purpose—it focused the issue sharply on the fundamentals. For the opinion written by Justice Frankfurter ranged far beyond the business problems the regulations had created.

A New World

I hope you will bear with me for a few minutes while I emphasize this point as strongly as I can. If I seem to be going over old ground, it is because May 10, 1943, marked, for American broadcasting, the end of one world and the beginning of another. Your interest in our problem began before that date and has, happily, continued since—but to us the problem became a totally new and far graver problem on that date and the need for legislation became a different and a more urgent need in many ways.

The Supreme Court said, in effect, that the powers of the Commission under the present law are without discernible limits; that it can do whatever it wants in regulating the business practices of broadcasters and in regulating the programs which they put on the air—so long as the FCC makes its own determination that such regulation is in the public interest.

Thus the court, in one stroke, granted the Commission unlimited authority over every aspect of this great medium of mass communication.

The concept of absolute Government dictatorship over broadcasting, to whatever extent the Commission wishes to assert it, is plainly set forth in the opinion of Justice Frankfurter in such terms as these:

> The Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic.

I hardly need to add that the composition of that traffic in radio means the programs which go over the airways, and can mean nothing else.

We are not concerned here with material goods; but with the most precious of intangibles—with the free spread of ideas. The court's dissenting opinion emphasized this point. It said of radio:

> Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of control that should be exercised over it by the government is a matter of deep and vital concern. Events in Europe show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment. It may even be an instrument of oppression.

The danger that this instrument may be so abused cannot be neglected—and I am sure, will not be neglected by the Congress. For, under the court's decision, the last safeguards against such abuse have been swept away.

The court has made clear that the main question is not one of economics. It is not a question of the network rules.

Cooperation Given

I might say right here that while our operations, during the four months since the network regulations were imposed, have not been substantially affected, this has been largely because of the independent and voluntary cooperation of stations and of advertisers, and because the great bulk of our network business in these four months was based on contracts placed before the regulations became effective. Another factor is that after we had made clear our definite intention of testing the validity of the regulations by a court action but before we actually started the suit, the FCC, in October 1941, amended certain of the regulations to make them less impractical.

We think, despite the amendments, that the regulations are unsound and destructive; but the core of the problem lies much deeper than that. The question raised by the Supreme Court decision and the question which is squarely before Congress today is simply this: Do the American people want the Government to have the power to tell them what they can hear on the air? I am firmly convinced that Congress never intended any such result.

Nor do I believe that the American people want a radio system which in all its elements is under the ultimate control of a small bureau of men with seven-year appointments. The American people want the kind of radio they have known. And this can be assured only by the free and competitive play of the program judgments of hundreds of broadcasters throughout the country.

Certainly, Government must perform the necessary role of technical supervision over frequency assignments. But any crevice or cranny through which even the best intentioned board could extend its control into the program field is wide enough to let through the flood of Government control over thought. We know from bitter experience how destructively this weapon of Government control has been wielded by the Axis tyrannies.

A Protective Bill

The bill, introduced by Senator White and Senator Wheeler, and today before your committee, goes a very long way in giving to radio the protection it needs and should have.

The one fundamental safeguard which is paramount if we are to avoid complete Government control of radio is a straightforward prohibition against the Commission concerning itself with the program policies or business practices of radio stations.

Section 8 of the bill before you provides that the Commission shall not have the power to regulate the business of a radio station and shall impose no condition or requirement which would have the effect of conferring upon the Commission supervisory control of station programs or control of the business management of the station.

CBS Head Testifies

Senator White, in his explanatory remarks at the time of the introduction of the bill, pointed out that the Commission has been concerning itself more and more with the business phase of broadcasting and is charged with attempting to control both the character and source of program material. He stated that the purpose of Section 8 was to spell out in black and white what was the original as well as the present intention of Congress with respect to such matters.

A New Threat

The language of Section 8 of the bill was drafted and Senator White made his remarks to the Senate before the Supreme Court decision of May 10 and before we were aware of the degree to which statutory language could be construed by the court to broaden the Commission's powers. For this reason, while we were entirely satisfied with the language of Section 8 at the time it was introduced and are completely satisfied by the purpose enunciated by Senator White, we urge that its language be strengthened in order to make sure that this time the intentions of Congress cannot be thwarted.

Any weakness in that language would, in our opinion, be disastrous. For that reason, I want to invite your most serious attention to a new threat which has developed here, before you, in the last few days. You will recall that throughout the Supreme Court decision, Justice Frankfurter dealt with business and program control as substantially a single entity. Senator White, in Section 8 and in his introductory remarks last March, likewise treated these two aspects of control as parts of a single problem, I think it had not occurred to anyone until recently to suggest that business control and program control were anything

(*Continued on page 20*)

FCC Probe Resumes; Staff May Quit

Lea Group to Determine Status of Shortwave Testimony

By BILL BAILEY

AMID REPORTS that the entire personnel of the legal and investigating staffs of the House Select Committee to investigate the FCC would resign unless the inquiry developed action, Chairman Clarence F. Lea (D-Cal.) announced last week that the probe would be resumed at 2:30 p.m. today (Nov. 15), under the direction of Chief Legal Counsel Eugene L. Garey.

Three officials of Shortwave Research Inc., New York organization allegedly subsidized by the Government, were to appear before the committee today to confirm, reject or amend statements they made in New York in August and September to members of the legal staff. The statements have not been received, neither have they been rejected by the committee, pending the appearances of the deponents before the committee.

Within a fortnight the hearings will be resumed full force, said Rep. Lea, with Commissioner T. A. M. Craven of the FCC back on the stand to complete testimony which was interrupted a month ago when Rep. Cox (D-Ga.) resigned as committee chairman [BROADCASTING, Oct. 4].

Part One Completed

Mr. Lea, who as chairman of the House Interstate & Foreign Commerce Committee, has been tied up on a revision of the Civil Aeronautics Act of 1928, said the aviation bill has been placed on the House calendar for action this week.

"Just as soon as that is out of the way we will get back to the investigation and see it through," he said. "The shortwave testimony Monday will complete the record of the first part of the hearings."

The three Shortwave Research officials, who will be asked to read their statements and, if they are correct, sign them in the presence of the committee, are: Marya Blow, president-director; Bertram F. Willcox, attorney-director, and David F. Seiferheld, treasurer-director. Today's hearing is expected to be brief.

Chairman Lea said he would ask the House Committee on Accounts for $75,000 early this week to complete the investigation. An original $60,000 fund is about depleted, he said. The new appropriation, if granted by the House, will make $135,000 set aside for the inquiry.

Meantime reports were heard in both House office buildings and the Capitol itself that the legal and investigating staffs, which virtually have been dormant since Rep. Cox resigned as chairman, would resign to a man. It was understood that the general feeling prevailed among staff members that the committee, under Rep. Lea's guidance, has been inclined to sidetrack the FCC probe.

Chairman Lea said he had heard reports that "some members of the legal staff" planned to resign, but he declined further comment. He said no action had been taken as to chief legal counsel, but asserted that Mr. Garey would "continue for the present".

Following the resignation Nov. 5 of Hugh Reilly, counsel [BROADCASTING, Nov. 8], to return to his private law practice in New York, reports were heard daily that other members of the staff would follow Mr. Reilly's lead and turn in resignations. Among those said to be considering resigning in the immediate future are Harry Barger, chief investigator and veteran Congressional prober; Robert Barker, assistant to Mr. Barger, and Fred L. Walker, assistant general counsel.

It is known that Mr. Garey's own business has suffered during his stay in Washington. He is a member of the New York law firm of Garey, Desvernine & Garey.

Raymond J. Osborn, investigator, left the staff Nov. 6 to report for military duty.

Candy Firm to Sponsor WMCA Program on MBS

CLARK BROS. Chewing Gum Co., Pittsburgh, on Dec. 5 will sponsor John J. Anthony's *Good Will Hour* on WMCA New York, and some 60 Mutual stations in the 10:15-11 p.m. period Sunday evenings. The program, a WMCA-owned show, has been presented on the BLUE for a year by Ironized Yeast Co., Atlanta. Since Oct. 10 it has been heard sustaining for a full hour on WMCA and for a half-hour 10:30-11 p.m. on the BLUE.

The program will be 45 minutes on both the network and WMCA. Agency is Walker & Downing, Pittsburgh. Mutual will shift the quarter-hour program with John Stanley, sponsored by W. L. Douglas Shoe Co. on 15 Mutual stations in the 10:30-10:45 p.m. period, probably to Sunday morning.

KENNEDY PROMOTED TO NAVY CAPTAINCY

ATTAINING the highest Naval rank held by a broadcaster, John A. Kennedy, president of the West Virginia Network and owner of WCHS Charleston, WBLK Clarksburg, and WPAR Parkersburg, last Thursday was promoted to a captaincy in the Naval Reserve. He is serving as an assistant to Vice Adm. F. J. Horne, vice-chief of naval operations.

Official U. S. Navy Photograph

Capt. Kennedy in Aleutians

Captain Kennedy was commissioned as a Lieutenant Commander March 1 last year. He was given a spot promotion to Commander one year later. His promotion to four stripes was also on a "spot" basis.

A former newsaper correspondent and publisher, he has been active in West Virginia radio for about a decade. He was commissioned after having served as a WPB regional director and first was assigned to materiel and labor contract matters in the Navy's Bureau of Ships. He was transferred to Adm. Horne's office last August and has handled shipments to the war theatre since then.

TENTH ANNIVERSARY

Of Opening of NBC Studios in Radio City a Quiet One

TENTH anniversary of the opening of the NBC studios in New York's Radio City was observed by the network on Armistice Day, Nov. 11, with "broadcasting as usual". No special program marked the event, to which only a decade of marvelous broadcasting progress, half of radio's network history, stood silent herald.

Echoes ring back of the special inaugural programs planned those ten years ago, when 15 pickups consecutively from foreign countries was considered "a big day for engineers". NBC was operating two networks then, the Red and the Blue, both of which combined claimed a total of 88 affiliates. Today NBC alone has 141. News reports then composed only 2% of the air time compared with 20% today.

The quarter-hour daytime serial was unknown at the start of the decade as were the now popular quiz shows. Predecessors of the former were heard five-times weekly in the early evening periods. And in 1933 there was the question of whether or not audiences should be separated from the actors in order to prevent interference with the program.

Even the method of producing programs was subject to doubt. The British method of mixing the program in the control room was pitched against the American method of today, soon found to be superior.

NBC Radio City has played host to more than 5,000,000 people from all walks of life during the 10-year period. Engineering principles tested in Radio City are now being used elsewhere, testimony of developments to come.

SYMPHONY SIGNED BY ALLIS-CHALMERS

THIRD advertiser to sign this year for sponsorship of a major symphony orchestra was Allis-Chalmers Mfg. Co., Milwaukee, whose agency, Compton Adv., New York, last week signed a contract with the BLUE for the Saturday evening concerts of the Boston Symphony Orchestra. Cost is said to be close to $600,000.

Heard sustaining for the last year, the orchestra, under the direction of Serge Koussevitzky, will be sponsored by Allis-Chalmers in the 8:30-9:30 p.m. period, probably beginning early in December on the full network. Commercials will stress the war work which the industrial equipment manufacturer is doing. The other two symphonies presented on a commercial basis are the Philharmonic Symphony Orchestra on CBS by U. S. Rubber Co., and the NBC Symphony Orchestra sponsored by General Motors Corp.

WJW, Now Cleveland, With 5 kw, Joins Blue

WJW Cleveland on Nov. 14 started operations on its newly assigned power of 5,000 watts on 850 kc, and today (Nov. 15) begins carrying the full BLUE program complement as that network's basic affiliate in Cleveland.

Norman Ostby of the BLUE station relations staff was in Cleveland several days prior to the opening to arrange the dedication ceremonies. BLUE officials present, subsequently going on to Chicago for the BLUE affiliates meeting Nov. 15 and 16, included Mark Woods, president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; Robert D. Swezey, legal counsel, and John H. Norton Jr., station relations manager.

Beams Continued

FOLLOWING a successful six-week test drive in the Lake Erie and Lake Ontario regions, Lambert Vitamins Co., New York, has extended its spot advertising for Beams through the end of the year on four of the six stations used. New schedule of five transcribed announcements weekly started Nov. 11 on WSYR WGY WJAS WHAM. Agency is Lambert & Feasley, New York.

Lutheran Extension

LUTHERAN LAYMEN'S League, St. Louis, has extended its contract with Mutual for the *Lutheran Hour* until Oct. 15, 1944. instead of April, as originally signed. The program is heard on close to 300 stations, Sundays 1:30-2 p.m. and 4-4:30 p.m. Agency is Gotham Adv., New York.

Department Store Schedule

AUERBACH CO., Salt Lake City department store, will sponsor Larry Smith five days a week, a fashion talk once a week, and a 15-minute news feature *This Week in Review*, all on KDYL Salt Lake City.

XUM

2nd* IN BOSTON

From 4:15 to 4:30 p.m.

RATING, 3.1

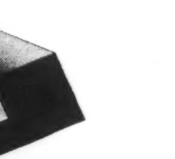
PERCENTAGE OF LISTENERS, 25.3

Again WORL demonstrates its ability to command dominating positions in some of the key daytime spots. The WORL listening habit has been established over a period of years . . . and continues with the same enthusiasm and intensity. Here is an independent station that is a major factor in the Boston market.

**According to the Hooper "Continuing Measurement of Radio Listening" report (May through September, 1943) of seven Boston stations.*

WORL

BOSTON, MASS.



THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

The Greatest Shows in Radio are on WBAL!

When you use WBAL, you are in good company — the best advertising company you could possibly find.

There are still "availabilities" for your message on this powerfully programed station. Get in touch with WBAL or Edward Petry & Co., Inc., our national representative.

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	A. M.
5:30	*Star Parade*	**GITTIN' UP TIME WITH HAPPY JOHNNY** - - - - - - - - - - - - *(Participating)*						5:30
6:30		**AROUND THE BREAKFAST TABLE WITH BOB ELLIS** - - - - - - - - *(Participating)* ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri. and Sat. 7:45 to 7:50 A.M. MANO SWARTZ "Stories Behind the Headlines" 8:00 to 8:15 A. M. GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.						6:30
8:00	**REV. H. B. RITTENHOUSE**							
9:00	*News*						*Everything Goes*	9:00
9:15	*Parents and Teachers*	**EVERYTHING GOES** - *NBC Sustaining*						9:15
9:30	*The Melody's The Thing*	**SWEETHEART SOAP** *Galen Fromme*	**McKESSON & ROBBINS** *Galen Fromme—News*	**SWEETHEART SOAP** *Galen Fromme*	**McKESSON & ROBBINS** *Galen Fromme—News*	**SWEETHEART SOAP** *Galen Fromme*	**McKESSON & ROBBINS** *Galen Fromme—News*	9:30
9:45		**MOLLIE MARTIN** - - - - - - - - - - - - - - - - - *(Participating)*					*Gif-Ted Club*	9:45
10:00	**RED CROSS** *That They Might Live*	**BAB-O-CLEANSER** - - - - - - - - - - - - - - - - *Lora Lawton*					*Camp Wheeler*	10:00
10:15		**ROYAL BAKING POWDER** - - - - - - - - - - - - - - *The Open Door*					*NBC Quartet*	10:15
10:30	*News and* **SUNDAY ROUNDUP** *(Participating)*	**OLD DUTCH CLEANSER** - - - - - - - - - - - - - - - *Helpmate*					*Family Hour*	10:30
10:45		**N B C FEATURE** - - - - - - - - - - - - - - - - - - *Music Room*					**MORRELL** *Pet Parade*	10:45
11:00	**GOSPEL TABERNACLE** *Rev. G. E. Lowman*	**DUZ** - *Road of Life*					**GOODYEAR** *Ralph Dumke*	11:00
11:15		**CRISCO** - *Vic and Sade*						11:15
11:30		**P. & G. SOAP** - - - - - - - - - - - - - - - - - - *Snow Village*					**ALUMINUM CO.** *Lighted Windows*	11:30
11:45		**BAB-O-CLEANSER** - - - - - - - - - - - - - - - - *David Harum*						11:45
12:00 Noon	**ESSO MARKETERS** - *News Reporter*							Noon 12:00
12:05	**PETER PAUL** *Behind the News*	**FOUR WAY** *Behind the News*	**PETER PAUL** *Behind the News*	**FOUR WAY** *Behind the News*	**PETER PAUL** *Behind the News*	**FOUR WAY** *Behind the News*	**PETER PAUL** *Behind the News*	12:05
12:15	**AUMAN & WERKMEISTER** *Man and His Music*	**MUSICAL EXPRESS** - - - - - - - - - - - - - - - *Participating* GROVES—Golden Gate Quartet 12:25 to 12:30 P. M.					**FUL-O-PEP** *Man on The Farm*	12:15
12:30	**MEADOWRIDGE** *Blue Horizons*	**MIRTH AND MADNESS** - - - - - - - - - - - - - - *NBC Sustaining*						12:30
12:45	**RANGER JOE** *Ranch*						**MIRTH AND MADNESS**	12:45
1:00	**DR. N. F. SPECTOR** *Health and Harmony*	**NEWS and BEHIND THE NEWS** - - - - - - - - - - *(Participating)*					**NEWS POST** *Jungle Jim*	1:00
1:15		**BOB ELLIS PRESENTS** - - - - - - - - - - - - - - *(Participating)*					*Melodies*	1:15
1:30	*Senator Tydings*						**NEWS POST** *Front Page Drama*	1:30
1:45	**LISTEN MOTORISTS** **STAY OUT OF COURT**	**BALTIMORE NEWS POST** - - - - - - - - - - - - - *Alexander Gifford*					*War News*	1:45
2:00	**GEN'L. FOODS** *Those We Love*	**WHEATIES** - - - - - - - - - - - - - - - - - - - *Guiding Light*					*Football*	2:00
2:15		**KITCHEN TESTED FLOUR** - - - - - - - - - - - - *Lonely Women*						2:15
2:30	**WESTING-HOUSE** *John Charles Thomas*	**CHEERIOATS** - - - - - - - - - - - - - - - - - - *Light of the World*						2:30
2:45		**SOFT-AS-SILK** - - - - - - - - - - - - - - - - *Hymns of All Churches*						2:45

P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	P. M.
3:00	**CANDY COUNCIL** *Rationing*	**IVORY** - *Woman of America*					*Football*	3:00
3:15	**SHEAFFER PEN** *Upton Close*	**OXYDOL** - *Ma Perkins*						3:15
3:30	*This is the Army Hour*	**CAMAY** - - - - - - - - - - - - - - - - - *Pepper Young's Family*					*Football*	3:30
3:45		**WHITE NAPHTHA** - - - - - - - - - - - - - - *Right to Happiness*						3:45
4:00		**HALEY'S M-O** - - - - - - - - - - - - - - - - *Back Stage Wife*					*Football*	4:00
4:15		**DR. LYONS** - - - - - - - - - - - - - - - - - - - *Stella Dallas*						4:15
4:30	**SCHLEISNER CO.** *Woman of the Week*	**PHILLIP'S CREAM** - - - - - - - - - - - - - - *Lorenzo Jones*					*Football*	4:30
4:45		**PHILLIPS MILK OF MAGNESIA** - - - - - - - - *Young Widder Brown*						4:45
5:00	**GENERAL MOTORS** *Symphony Orchestra*	**DIAMOND CRYSTAL SALT** - - - - - - - - - - *When a Girl Marries*					*Glory*	5:00
5:15		**POST BRAN FLAKES** - - - - - - - - - - - - - *Portia Faces Life*					**CALVARY HOUR** *Rev. Wm. Detweiler*	5:15
5:30		**BENEFAX** - - - - - - - - - - - - - - - - - - - *Just Plain Bill*						5:30
5:45		**FREEZONE** - - - - - - - - - - - - - - - - - - *Front Page Farrell*					**SCHUTTER CANDY** *Curt Massey*	5:45
6:00	**CATHOLIC HOUR**	**ESSO MARKETERS** - *News Reporter*						6:00
6:05		**NATIONAL BREWING CO.** - - - - - - - - - - - - - - - - - - *National Sports Parade*						6:05
6:15	**ESSO NEWS**	**AROUND THE DINNER TABLE** - - - - - - - - - - - - - - - - - - *(Participating)* WILDROOT "Texas Rangers" Mon., Wed., and Fri. 6:30 P. M. MANO SWARTZ "Songs of Romance" 6:40 P. M., *Daily*						6:15
6:30	**GROVES** *Behind the News*							6:30
6:45	**MANO SWARTZ** *Galen Fromme*	**SUN OIL** - *Lowell Thomas*					**ARUNDEL** *News*	6:45
7:00	**JELLO** *Jack Benny*	**CHESTERFIELD CIGARETTES** - - - - - - - - - - - - - *Fred Waring*					*For This We Fight*	7:00
		ALKA SELTZER - - - - - - - - - - - - - - - - - *Newsroom of The Air*						
7:30	**FITCH SHAMPOO** *Band Wagon*	**PARKAY** *Great Gildersleeve*	**GOODYEAR** *Salute to Youth*	**BALTO. SALVAGE CO.** *Nights* *H. V. Kaltenborn*	**LEVER BROS.** *Bob Burns*	**FREE STATE** *Hands Across Sea* *H. V. Kaltenborn*	**BROMO SELTZER** *Ellery Queen*	7:30
8:00	**CHASE AND SANBORN** *Charlie McCarthy*	**DU PONT** *Cavalcade of America*	**PHILIP MORRIS** *Johnny Presents*	**WOODBURY** *Mr. and Mrs. North*	**MAXWELL HOUSE** *Coffee Time*	**CITIES SERVICE** *Concert*	**DRENE** *Abie's Irish Rose*	8:00
8:30	**FLEISCHMANN'S YEAST** *One Man's Family*	**FIRESTONE** *Voice of Firestone*	**TUMS** *Horace Heidt*	**RALEIGH** *Hildegarde*	**JELLO** *Aldrich Family*	**LUCKY STRIKE** *All Time Hit Parade*	**IVORY** *Truth or Consequences*	8:30
9:00	**DR. LYONS** *Manhattan Merry Go Round*	**TELEPHONE HOUR**	**MOLLE** *Mystery Theatre*	**IPANA SAL HEPATICA** *Eddie Cantor*	**KRAFT CHEESE** *Bing Crosby*	**PHILLIPS MILK OF MAGNESIA** *Waltz Time*	**ALKA SELTZER** *National Barn Dance*	9:00
9:30	**BAYER ASPIRIN** *American Album of Familiar Music*	**VICKS** *Dr. I. Q.*	**JOHNSON FLOOR WAX** *Fibber McGee*	**VITALIS** *Mr. District Attorney*	**SEALTEST** *Joan Davis*	**BUGLER TOBACCO** *People Are Funny*	**COLGATE** *Can You Top This?*	9:30
10:00	**GENERAL ELECTRIC** *Hour of Charm*	**CARNATION MILK** *Contented Hour*	**PEPSODENT** *Bob Hope*	**LUCKY STRIKE CIGARETTES** *Kay Kyser*	**CAMELS** *Abbott & Costello*	**RINSO** *Amos and Andy*	**COLGATE** *Million Dollar Band*	10:00
10:30	**LORILLARD** *Bob Crosby*	**H. J. HEINZ** *Information Please*	**RALEIGH TOBACCO** *Red Skelton*		**TIME MAGAZINE** *March of Time*	**COLGATE** *Bill Stern* **WM. TUERKE** *Soldiers of Press*	**PRINCE ALBERT** *Grand Ol' Opry*	10:30
11:00	**EMBROS WINE** *War News*	**ESSO MARKETERS** - *News Reporter*						11:00
11:05		**NATIONAL BREWING CO.** - - - - - - - - - - - - - - - - - *National Sports Parade*						11:05
11:15	**THE OPEN BIBLE**	**HAMILTON BAPTIST CHURCH** - - - - - - - - - - - - *The Open Bible*					**LINK AVIATION**	11:20
							FIRST CHURCH OF NAZARENE	11:35
12:00 to 5:30 AM	**ALL NITE STAR PARADE** - *7 Nights Weekly* **NAT'L. BREWING CO.** - - - - - - *News on the Hour* **BULOVA** - - - *Time Signals On the Hour*							11:45 to 5:30 AM

Newscaster Gives Rep. Patman Time

Lewis Offers Spot After It Is Refused by Network

OVER DENIAL of Mutual to give him the 7-7:15 p.m. spot occupied by Fulton Lewis jr., Rep. Wright Patman (D-Tex.) was to take over the commentator's spot tonight (Nov. 15) at the invitation of Mr. Lewis.

Last Tuesday night Mr. Lewis, speaking on Government subsidies, said: "And again today, the same old misleading slogan was shouted time and again by the backers of the subsidy program. This has been used by the heads of labor unions who are promoting the subsidy rollback program; it has been used by Rep. Wright Patman of Texas, who is one of the most ardent advocates of the program; it has been used in radio oratory and statements in the press, and I just want to call it to your attention once again in the interest of honest, truthful fact." Mr. Lewis went on further expounding his views of the rollback subsidy.

Rep. Patman on Wednesday wired Miller McClintock, MBS president: "Fulton Lewis jr. made personal attack on me in connection with subsidy proposal last night. I demand his time at an early date to answer. Please advise me whether or not this time will be arranged. I am also contacting Chairman Fly of the FCC, advising him of this demand."

Mutual Refuses

On the floor of the House Wednesday Rep. Patman read his telegram, then declared: "If the time is not arranged, as suggested, I expect to appeal to the FCC for an order requiring it."

But President McClintock had other views. He wired the Texas Congressman: "Mr. Fulton Lewis jr. denies that his broadcast on the evening of Nov. 9 contained a personal attack on you in connection with the subsidy proposal. The Mutual Broadcasting System declines to acquiesce in your demand that we deliver to you the time normally used by Mr. Fulton Lewis as a commentator under commercial sponsorship. However, as a matter of courtesy to you the Mutual Broadcasting System will attempt to arrange at a near future date a time for you to speak over the network on the subject of subsidies at an hour mutually acceptable."

Meantime, on the air Wednesday night Mr. Lewis, while conceding that Mr. McClintock's rejection of the Congressman's demands was "rightly so," offered to give his entire period to Mr. Patman to speak on subsidies. Furthermore he offered to announce it in advance and urged his listeners to listen to Mr. Patman, should the Texan accept.

Rep. Patman was inclined to reject Mr. Lewis' offer. "I want the time either from the Mutual Broadcasting System or the FCC," he insisted. On Thursday afternoon, however, he said he had been advised to accept Mr. Lewis' offer and consequently would go on the air Monday night.

Official Army Photo—Infantry School

DUGOUT PICKUP was necessary when Felix L. Ghirlando, NBC technician, handled the sound controls for a recent *Army Hour* broadcast which originated at the Infantry School, Fort Benning (Ga.). The broadcast involved the firing of 105 mm. howitzers as well as small arms. Mr. Ghirlando was moved up close to the impact area on Hook range to pick up the full effects of the explosions. Dugout was to prevent being hit by shell fragments.

MAINE SPUD DRIVE WILL BE EXTENDED

SPOT CAMPAIGN conducted by the State of Maine Development Commission for potatoes in conjunction with the government drive to encourage home storage of potatoes [BROADCASTING, Oct. 11], is running for three months and may be extended to stations in such points as Detroit, Washington and Buffalo.

The 100-125 word announcements are placed in the 7-8:30 a.m. period. Besides *Yankee Network News Service*, covering 20 stations, the agency is using thrice-weekly spots on 11 other stations in terminal territories, including WOR WJZ KDKA WTAM WBAL WGY KYW WCKY WBNS WHIO WFBM.

The War Food Administration has designated the Irish Potato as its Victory Food Selection. Agency is Brooke, Smith, French & Dorrance, New York.

Durkee Test

DURKEE'S test campaign for its new Soyarich Flour and Soya Bits will get under way Nov. 29 in three midwest markets and an East Coast city. Durkee Famous Foods, Elmhurst, N. Y., producer, will use three to six newscasts weekly on WCAE KSTP WGAN WXYZ for 13 weeks. Agency is Duane Jones Co., New York.

Joyce Predicts 60% in Video Range 5 Years After War Ends

Calls Low Price Set First Problem; Ad Tests Urged Now, When Mistakes are Less Costly

DEVELOPMENT of an acceptable low cost radio television receiver is the number one problem of the postwar television industry, Thomas F. Joyce, manager of the radio, phonograph and television department, RCA Victor Division of RCA, told an overflow audience attending a dinner meeting at the Advertising Club of New York last Wednesday, sponsored jointly by the Club and the American Television Society, whose president, Norman D. Waters, acted as chairman.

Inverse Ratio

Mr. Joyce said that within five years after resumption of commercial television programs, visual radio will be available to 60% of the U. S. population.

Citing a cross-section survey in 11 cities, Mr. Joyce said that when people were asked if they would consider the purchase of a combination radio-television receiver priced at $400, 10.3% answered yes, but that when the price was set at $200, the percentage of affirmative answers rose to 61.3%.

Television facilities already exist in New York, Philadelphia, Albany-Schenectady, Chicago and Los Angeles, he said, of which the first three have already broadcast programs originating in the NBC studios in New York, forming the nucleus of network television. Three years after the resumption of commercial television, he predicted, Washington, Baltimore, Hartford, Providence and Boston will also have video stations, which, with those in New York, Philadelphia and Schenectady-Albany, could be connected into a television network about 600 miles long, serving a population representing 36.6% of the total U. S. buying power. With the extension of this network westward, Mr. Joyce estimated that in about five years after commercial television is resumed there will be television transmitters in 157 key cities, serving 72,159,000 people, representing 61.5% of the nation's purchasing power, while secondary television network developments should bring sight-and-sound programs to another 10,000,000 persons.

Ad Experiments Urged

It may be a year, or two, or three, after the end of the war before television is ready to go forward on a commercial basis, he said, depending on the recommendation of the Radio Technical Planning Board, which is now studying the engineering problems involved, and the action the FCC takes on those recommendations. It is certain, he concluded, "that the generations that come after the war will take home television service just as much for granted as the present generation takes for granted the radio set."

Thomas H. Hutchinson, supervisor of television for Ruthrauff & Ryan, urged advertisers to begin experimenting immediately with television commercials, pointing out that with the present small audience "we can make the mistakes we are bound to make without paying through the nose for them." A picture may be worth a thousand words, he said, but asked what the picture is that "we are going to show week after week that replaces the thousands of words we have been using on the radio? The only way we are going to know is to experiment with television commercials until we find the answer."

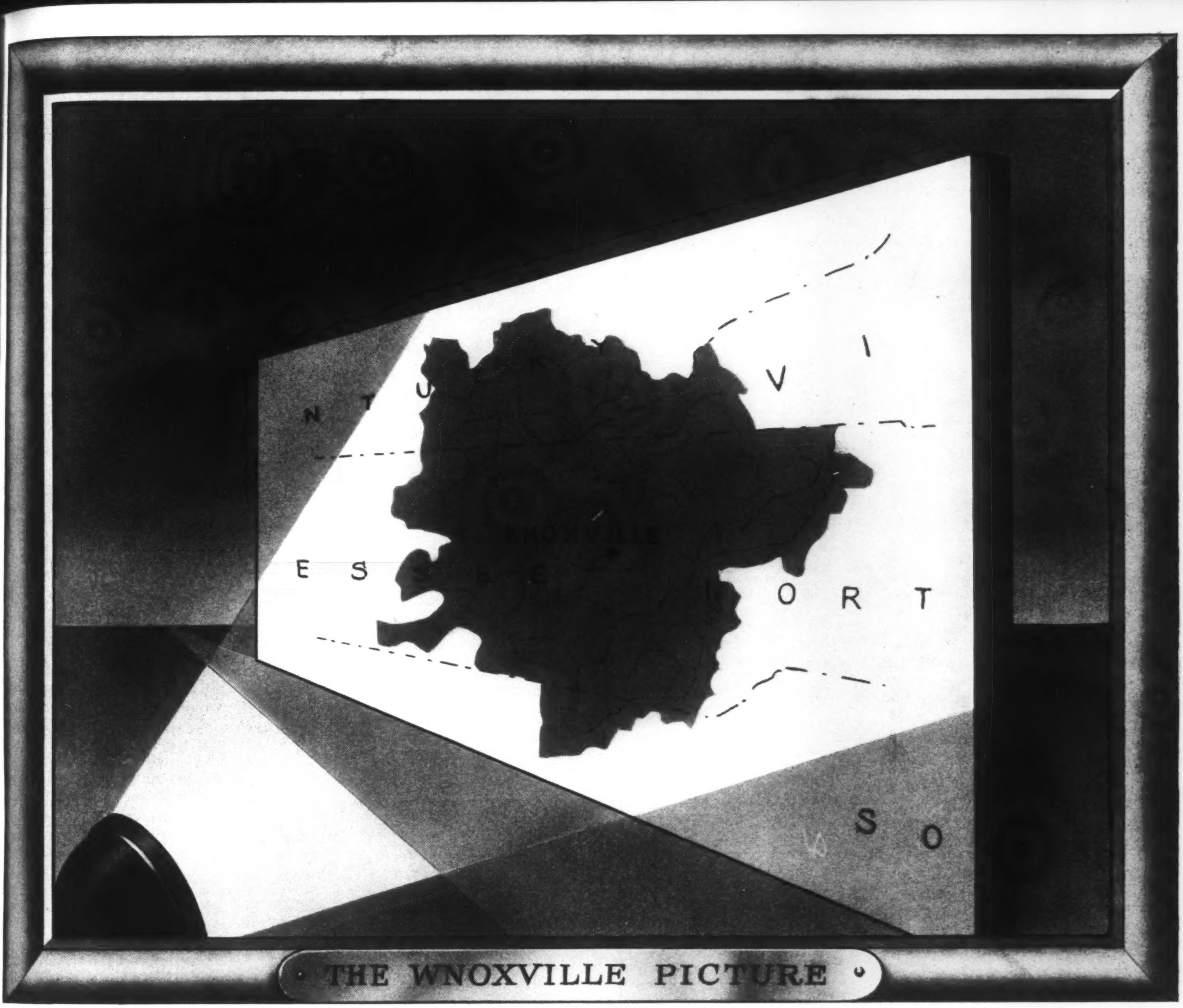
Role of Movies

John Southwell, chief of the radio commercial department of BBDO, described his experiments with television and his discovery that there is much more to producing a good commercial television program than putting a radio program before the camera and animating a magazine ad for the commercial. Robert L. Gibson, in charge of programming WRGB, the General Electric station at Albany-Schenectady, described the audience reaction to various types of telecast programs and expressed the opinion that "the broadcasting industry will play a dominant role in operating television, but the movies will play the dominant part in programming."

Allen B. DuMont, president of Allen B. DuMont Laboratories, addressed the meeting by television, speaking from the studios of W2XWV, Du Mont video station in New York, as part of a television variety show witnessed at the meeting on a number of receivers provided by Mr. DuMont.

Carey Starts Carter

CAREY SALT Co., Hutchinson, Kan., on Jan. 4, 1944, will start Boake Carter, Mutual news commentator, on about 72 stations in the Midwest, South and Mountain areas, Tuesdays and Thursdays 12-12:15 p.m. (EWT). Carter, offered by Mutual affiliates for local sponsorship, is already presented on those two days by local clients on 12 Mutual stations, and the other three weekdays is heard for Chef Boy-Ar-Dee Quality Foods, Milton, Pa. Agency for Carey Salt is McJunkin Adv., Chicago.



WNOXVILLE*—in the spotlight

Always a good market . . . today, with ever increasing TVA power attracting War Industries, WNOXVILLE is an even greater market — a multiple market! Countless thousands of highly skilled, highly paid, workers are converging into this vast moneyed market! Sell them all while they are under one roof — through the voice of WNOXVILLE!

**WNOXVILLE . . . the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis . . . TWICE as big as Nashville . . . according to SALES MANAGEMENT's 1943 "Survey of Buying Power".*

CBS
REPRESENTED BY
The
BRANHAM
Co.

WNOX

10,000 WATTS *on* 990 KC.

KNOXVILLE - TENNESSEE

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE NEWS-SENTINEL

AFM Closes Case Before WLB Panel; Hearings Resume Nov. 17

Union Counsel Offers Letters From Officials To Show Cooperation in War Effort

HENRY A. FRIEDMAN, counsel for American Federation of Musicians, completed the union's case before the special panel of the War Labor Board in a one-day session in New York, last Tuesday.

Arthur S. Meyer, chairman, recessed the hearing until Wednesday (Nov. 17) at 10:30 a.m., allowing the panel a week to study the record and prepare questions to be asked the union and the RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio Recording Division.

These companies are the remaining petitioners for relief from the union's ban on recordings, started 15 months ago. Six other transcription companies, who joined with NBC in bringing the case to the War Labor Board, have since signed contracts with the union and have resumed recording, along with some 20 other companies making phonograph records and transcriptions. CRC, RCA and NBC have refused to accept the contract condition requiring payment of royalties direct to the union for the benefit of unemployed AFM members, standing fast on the original position of the recording industry that the principle of taxation of an industry for the support of persons it has never employed and never will employ is contrary to public interest. The stand of these hold-out companies has been strongly endorsed by the NAB Music Steering Commitee, which declared the principle instituted by the AFM was "vicious."

Offers 'Testimonials'

Mr. Friedman opened the Tuesday morning hearing by offering as evidence a batch of letters from officials of military, government and social organizations, showing that the AFM ban on recording has in no way interfered with the war effort but that the union has given its full cooperation to every war cause. Remainder of the morning was taken up by a discussion of the employer-employe status of the recording companies and the union musicians, Mr. Friedman attempting to demonstrate that the current practice is for the recording companies to pay, not the musicians directly, but the contractors who, he said, have been legally adjudged the employers of the musicians. After an extended discussion, in which the contracts currently used by the companies in arranging for instrumental recordings were introduced, the panel admitted the argument too legal for it to rule on, requesting the union to submit a brief within two weeks.

In the afternoon James Perry, assistant to the president of the Philadelphia local of AFM, and Harry Suber, treasurer of the union's New York local, testified on displacement of musicians by juke boxes and other mechanized music. Mr. Suber stated that during the eight-year period, 1935-1942, the New York local paid $3,270,000 in direct relief, admitting, however, that the relief rolls have decreased in the past year and that the membership last spring voted to drop the 3% tax for the fund.

Lid Off Commissions

COMMISSIONS earned on individual sales during 1943 may be paid salesmen by their employer, according to an announcement by Robert E. Hannegan, commissioner of Internal Revenue, provided the rate of commission and the amount of any other compensation has not been increased since Oct. 2. This extends statement of approval for similar commissions earned during Sept. and Oct., which was issued Oct. 7, by Guy T. Helvering, former commissioner. Approval does not apply to overriding commissions, which also may be paid without approval if authorized by regulations issued Sept. 4.

Spots Victory

WARTIME NECESSITY has brought the department stores of Memphis into radio. Stores are buying as many one-minute spots on WHBQ Memphis as are available for "Victory Suggestions"—urging the public to carry small packages, share cars, shop during off-hours, and other public service suggestions, all without mention of merchandise.

RADIO STAFF NAMED IN MARCH OF DIMES

RADIO DIRECTOR of the National Foundation for Infantile Paralysis, Howard J. London, has announced the personnel for the National Radio Division of the 1944 "March of Dimes" campaign, to be held January 14-31.

The staff includes: Frank Dahm, network script writer; Ruth Thayer, copywriter, formerly with Compton Advertising, New York; George Brengel, CBS director, who will handle production; and Rhea Diamond, who was assistant publicity director of WMCA and WNEW, now to do the campaign's publicity. Secretaries are: Vera Gomez, Rose Vante, Rutheda T. Pretzell, and Edna T. Boody. Robert C. Coleson, Hollywood manager for N. W. Ayer & Son will handle "March of Dimes" radio activities originating from Hollywood.

BIGGEST ADVERTISING contract in the history of the wall paper cleaner industry was signed by C. McVicker, president of Kutol Products Co. Watching the signatory ceremony were Charles M. Roberston Jr., president and radio director of Ralph H. Jones Co., and Kathryn Hardig, agency timebuyer. (Incorrect photo to accompany the Kutol contract signing appeared in the Nov. 8 BROADCASTING.) Extensive use of radio is planned to promote the new Cincy cleaner marketed by Kutol. A dozen stations are carrying the programs at the present time.

Merging of CBC's Top Posts Studied

Move Is Prompted by Need For a Closer Liaison

POSSIBLE MERGING of the positions of chairman of the board and general manager of the Canadian Broadcasting Corp., as well as a complete reorganization of the CBC Board of Governors, is now being studied by the CBC, it is understood at Ottawa. This is delaying the appointment of a new general manager to replace Dr. J. S. Thompson who resigned recently to return to the presidency of the U. of Saskatchewan.

Behind the move to create one paid head of the CBC is the belief that there should be constant liaison between the board and the management. It is claimed that the general manager is called upon repeatedly to make decisions, which involve policy and that he is, therefore, compelled to assume a responsibility beyond his authority.

Growth of CBC

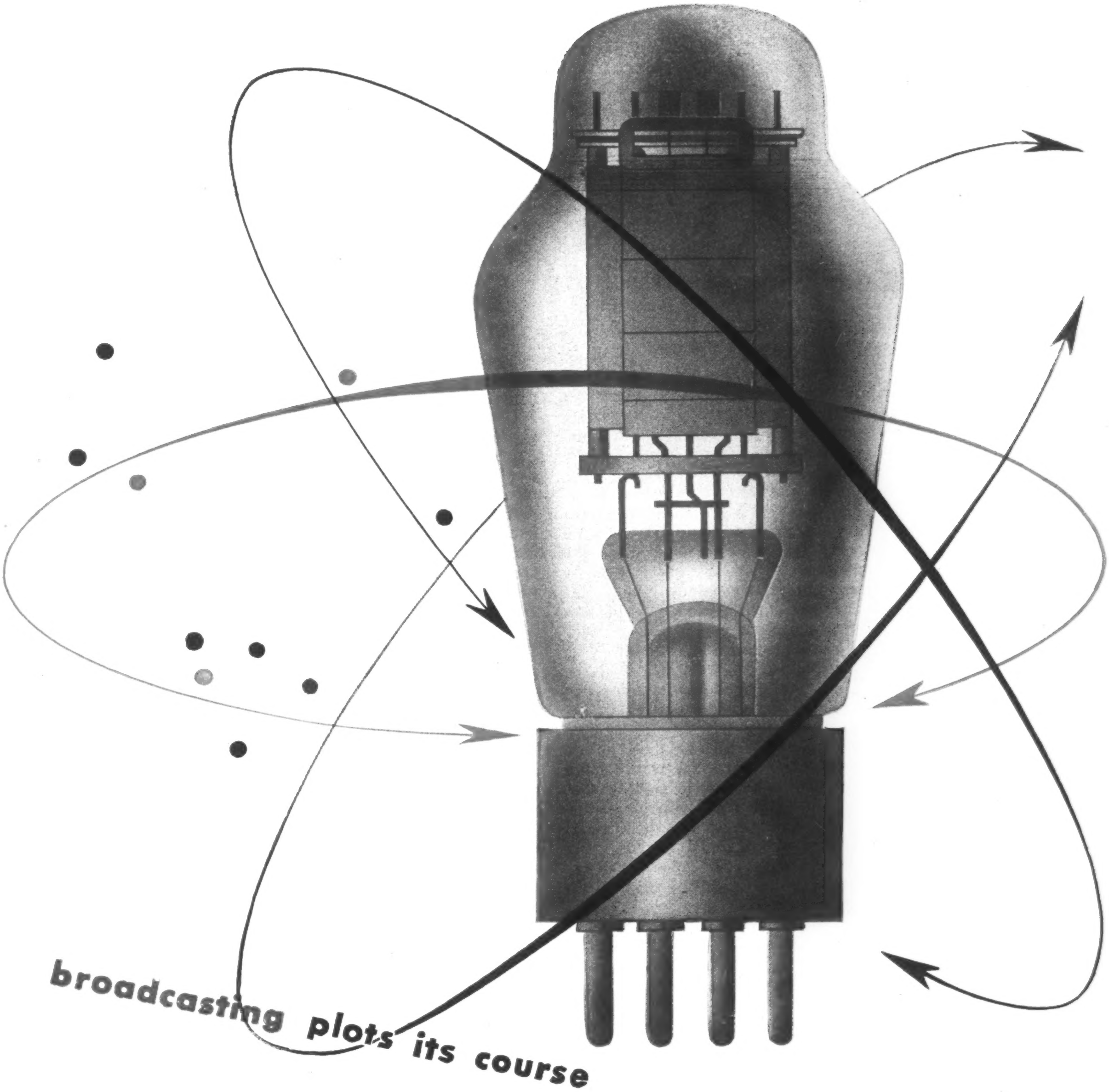
The move is also in keeping with the growth of the CBC since its formation in 1936, as pointed out last week by Rene Morin, CBC chairman of the Board of Governors. Mr. Morin reported that the annual CBC budget now runs to $5,000,000, that there are 700 employes and 10 stations on a national network, and that in addition the CBC has regulatory authority over all privately-owned stations.

No recommendations have been made to the Dominion government as yet as to a new head for the CBC which is under the jurisdiction of the Minister of National War Services. Currently the CBC chairman receives a nominal salary of $1,500 plus expenses, while the general manager's salary with living cost has been approximately $13,000

Trammell, Royal Dine With Comdr. H. Butcher

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international affairs, last week notified NBC headquarters in New York that they had been visiting in Algiers with General Dwight D. Eisenhower since Nov. 7, and would return to that city Nov. 15 after a visit to Italy. A trip to Naples was scheduled, they said, together with tours of both the American Fifth Army and British Eighth Army fronts, and a possible stopover in Sicily en route back to North Africa.

While in Algiers, the two NBC executives were luncheon guests of Comdr. Harry C. Butcher, aide to Gen. Eisenhower, and after a dinner with members of the NBC staff in North Africa, a conference was held to discuss NBC's plans for future broadcasts from the Mediterranean war zones.



broadcasting plots its course

Giving ever-increasing service to listeners . . . scaling higher peaks in entertainment . . . providing new speeds in news-reporting . . . expanding agricultural services . . . adding values in day-to-day programming . . . redoubling efforts to help government and governed to victory and security . . . these mark the progress of broadcasting in today's tremendous times.

Always in the vanguard of radio progress, Westinghouse is serving listeners and sponsors in a better-than-usual fashion. It's a deeply ingrained Westinghouse habit. In the primary areas alone where Westinghouse stations serve are more than 18,000,000 people. They rely on the stations of Westinghouse for faithful performance, just as advertisers rely on Westinghouse Response Ability.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Radio—American or European System

Governmental Control Is Termed Critical Factor

(*Continued from page 11*)

but two sides of the same all-important coin.

But Chairman Fly, in his testimony before this committee last week, actually attempted to split one of these controls from the other. The chairman of the Commission stated that he had no desire to control programs. He wished only to control the business practices of radio.

In my opinion, gentlemen, the idea that these two things can be separated is a fallacy of the most dangerous sort. If any such idea is accepted, it could easily frustrate the basic purpose of this bill. Anyone who has operated a radio station or a radio network knows that program control is indivisible from business control. The two are one. Just let me give a few examples of this indivisibility, in terms of what has happened and what can happen.

I have already said that I believe the issues before you do not revolve around the merits of the network rules. But one of these network rules affords a clear example of what I am talking about. That is the rule which requires that we remain in a position to feed any CBS network program to some other station in a given city if our own affiliate doesn't carry that program. This rule purported to control merely the business practices of networks and stations. Let me explain how it really controls the program operations of the local station.

How It Works

Many of our stations have complained that often the result of the rule is to make them carry network programs when they would prefer to carry local programs, under the fear that other local stations with which they are competing might otherwise carry CBS programs and thus cut into our affiliate's own audience and prestige. This means that the rule tends to deprive our affiliated stations of certain local programs which they would otherwise carry. It thus constitutes a direct interference with program practices, although it pretends to deal only with business practices.

Another striking example of using so-called business controls as a direct lever for controlling program policies occurred in the BLUE network hearings, which were scarcely touched on here the other day. This was purely a business transaction. One group was ready to buy the BLUE network; another group was ready to sell. The Commission had jurisdiction because the licenses of three of the 150-odd stations on the network were affected. But the Commission used this occasion to probe deeply and exhaustively into the program policies and program intentions of the management.

At this two-day hearing, an overwhelming proportion of the total time was devoted to a searching inquiry into program policies. Under this questioning the management indicated the policies which it followed in connection with certain types of programs. But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission's wishes, this business transfer was not approved.

Special Pleaders

Let me cite another example of how completely business practices and program practices are intertwined and how, when a Commission moves on one, it moves on the other.

Could anything, for instance, be more clearly a business practice than the purchase and sale of time itself? But time is sold only for programs. Thus any restriction or compulsion imposed by the Commission on the sale of time becomes at once a restriction or compulsion in terms of programs. For instance:

On Oct. 7, the chairman of the Commission publicly stated, in effect, that program time should be sold to special pleaders on public issues. Such a practice would have immediate effects on programs. But on Nov. 4, before your committee, he disclaimed any desire to influence programs. I can only assume from this that the close relationship between business practices and programs is not yet clearly understood by the chairman of the Commission.

I have dealt so far with actual examples. Now let me give you a few others which could quickly follow if, under a new radio law, the Commission is confirmed in its power over business practices. It is only a short step from telling stations the kind of programs for which they should sell time, to telling them how much time they should sell for such programs. If the Commission succeeds in forcing the industry to sell time for special pleading, what is to prevent it from saying that 10, 20 or 50% of the time should be sold for this purpose? Surely that is merely a regulation of business practices in selling time.

But can you think of anything which would more surely undermine the program structure and public acceptance of American radio? Can you imagine, for that matter, anything less democratic than thus turning over to a Commission the determination of what listeners should hear, and how much of it they should hear, rather than giving the public what it wants to hear?

Yet all this could easily be done unless the Commission is denied control of business practice.

Transparent

The whole device is transparent. Look through the window of almost any business practice in radio and you'll find program merchandise behind it. News, for instance, is program merchandise—the stuff from which important news programs are made. News services must be bought. We have contracts with the Associated Press, the United Press, the International News Service and our own special correspondents. Let the Commission control business practice and it can tell us what kind of contract we can enter into, and with whom. Thus it can control radio's access to the news, and hence the news listeners hear.

Artists, too, are the stuff of programs—actors, singers, writers and musicians. Their talents appear on the air only through business arrangements through business contracts. If the Commission is allowed to control business practices in radio, why should it not apply to talent contracts the same theories it has applied in other fields?

It often takes a million dollars worth of time and a period of two or three years to develop young and promising talent into a successful Kate Smith or Bing Crosby. No network or station could devote its time or money toward this end without the assurance that it could enjoy the fruits of its investment. Yet the Commission's philosophy applied to talent contracts would preclude a long-term contract or even an exclusive contract with such an artist.

I have given you but three examples of what has happened and three examples of what can happen. It nets down to this. The business of broadcasting is the business of programming. If you grant to the Commission the power to regulate the business which furnishes the programs, you grant it automatically the power to control the programs themselves.

Fair Air

The next consideration which I think deserves the attention of Congress is what I have called "fairness of the air" in political discussion. Sections 9, 10 and 11 of the bill deal with this subject.

I know that members of Congress and others have sincerely questioned whether radio broadcasting should be left entirely without some governmental restraint in the field of political broadcasting. This questioning has gone beyond the provisions of the existing law which now provides for equal treatment of candidates for public office.

I have participated in many discussions with radio broadcasters, with members of Congress and with other public leaders and as a result, while I have not changed my opinion that legislative guarantees are not the answer in this field, I am willing to accept the preponderant opinion on the subject. This is, as I understand it, that in political broadcasting each broadcaster shall see to it that substantially equivalent time is made available to public officials for the presentation of opposing points of view, and that for violations there be imposed a series of penalties short, however, of the death sentence of license revocation.

I think I should point out, however, one or two unfortunate results which might flow from such a statute. It is impossible to prove scientifically and mathematically, in any particular case, that there has been absolute fairness in the presentation of the opposing views on any subject. Since such proof is impossible, the result will be, I fear, that many broadcasters will solve the problem of avoiding unfairness by simply not broadcasting political programs This result would amount to a great public disservice.

There is, moreover, a provision in these sections that the Commission shall make rules and regulations to insure the fairness of the air. It is precisely in this area of political discussion that temptation is most likely to beset a politically appointed agency. That is why in this area especially it is most urgent that control by the Commission be avoided.

We urge you—do not give to the same agency which already dominates the ultimate destiny of

(*Continued on page 24*)

FIRST MEETING of Philadelphia broadcasting women of NAB stations was called by Ruth Chilton, national president of the Assn. of Women Directors of NAB, who is also conductor of the *For Women Only* show of WCAU, Philadelphia. The group discussed plans to organize a regular chapter in Philadelphia. Around the table are (l to r): Emma Mae Roberts, sales promotion chief of WCAU; Anne Lawton, of the WCAU sales department; Betty Hurd, of the WCAU program department; Anice Ives, WFIL women's shows director; Rhona Lloyd, WCAU women's commentator; Miss Chilton; Ruth Welles, KYW women's shows director; Katharine Clark, WCAU commentator; Doris Havens, WCAU producer.

XUM

HOW BIG IS A MUTUAL HOOKUP?

In a word, the answer is bigger! It's impossible to be more specific. The size of a Mutual hookup depends first, of course, on the client's marketing area—Mutual being the network most flexibly adaptable to an advertiser's current needs. It also depends on the calendar—Mutual clients having a persistent habit of adding stations to their hookups, month after month and year after year.

As of this writing, here's the scoreboard for a few Mutual clients:

ADVERTISER	PROGRAM	STARTING HOOKUP	CURRENT HOOKUP
Barbasol	Gabriel Heatter	14	171
Kellogg	Superman	39	200
General Cigar	Raymond Clapper	3	83
Gillette	World Series	119	344*
Pharmaco	Double or Nothing	109	200

*Even the largest network in the world couldn't accommodate this client's needs, so we lined up a lot of additional, non-Mutual stations, including 50 in Canada.

WHATEVER THE SIZE OF THE HOOKUP, MUTUAL DELIVERS THE GOODS.

THE MUTUAL BROADCASTING SYSTEM

SPEAK
WJR
WJR

Wounded vets of Guadalcanal talk rehabilitation problems before a WJR microphone.

Carmen C. Blough of WPB and Jas. F. Lincoln, industrialist, debate war contract renegotiation in WGAR broadcast.

your piece, America

This is a free country . . . the land of free speech.

No one who stops momentarily to watch the soap box orator in the public square will question the fact. Nor will the man who pauses to consider the things that are said in his daily newspaper . . . or the subjects discussed over the air.

. . . for instance, over Radio Stations WJR and WGAR, where citizens of Michigan and Ohio are speaking their minds regularly.

Take the program called "In Our Opinion", heard regularly every Sunday over WJR, and now nearing its 100th week. Recently, seven disabled veterans of World War II discussed problems of rehabilitation, aired their views on what returning soldiers should be entitled to upon their return.

Another program presented four Italians, all born in Italy . . . a chemist, a minister and two housewives . . . discussing Fascism. Another introduced the question of whether there are too many frills in education. Still another brought representatives of the people to discuss over-optimism on the war, food problems and women's rights.

Consider, too, the City Club Forum, broadcast each Saturday over WGAR. Recently, it presented a debate between James F. Lincoln, president of The Lincoln Electric Company, and Carmen C. Blough, WPB representative . . . the subject being the much-discussed and controversial matter of renegotiation of war contracts.

Or, the new WGAR forum program which recently posed the problem of whose responsibility it is to see that America gets adequate housing . . . and will continue with other subjects which Americans talk over at the back fences and around the lunch tables.

Radio is doing much to help win the war. It can do still more to set the pattern for better postwar conditions by encouraging free expression.

That is why WJR and WGAR invite their audience to speak their piece.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

THE GREAT STATIONS OF THE GREAT LAKES
Basic Stations . . . Columbia Broadcasting System
G. A. Richards, Pres., Edw. Petry & Co., Inc., Nat'l Rep.

each station the power also to use that domination in the political field. Do not permit the Commission to combine its basic licensing control with the political power to decide what it is "fair" for listeners to hear.

Via the Back Door

If the Commission is to be divested, in Section 8 of the bill, of authority to determine what goes out over the radio stations of the country, it should not be given this back-door entrance in Section 10. If it is your final decision to write a fairness provision governing political broadcasts into the law, then let the courts, not the Commission, determine what is fair.

One other change in the law, not presently reflected in the bill, seems to me desirable.

At present, under Section 311 of the Communications Act, the Commission has the authority to refuse a station license to anyone who has been adjudged guilty of any anti-trust violation.

The Commission has used this section as still another back door into the field of business and program regulation. Though we cannot believe it was conceived for any such purpose, Section 311 has been advanced by the Commission as a main source of its power to dictate policies. The FCC announced that Section 311 somehow imposed on it an obligation to apply to broadcasting "the policy" of the Sherman Act—as the Commission chose to construe that policy. I believe the "policy" of the anti-trust laws should apply to broadcasters as to all other businesses. But the point is that these laws are enforced by other agencies and their "policy" is applied by the courts.

An even more serious defect in this section is that it imposes upon broadcasters a penalty which threatens no other business—complete extinction because of a possible technical violation.

Should Be Eliminated

I have always understood that there is no field of law in which it is more difficult to be sure that one's conduct is perfectly legal than in the field of anti-trust. As a result, if one wishes really to terrify radio stations, one simply has to intimate that an anti-trust question exists. Few stations would dare to face a suit involving such an allegation, when they know that an adverse holding would put their license in jeopardy however great may be the value of their service to the community.

Let me make it perfectly clear that I do not come to you asking that radio be relieved from any of the restrictions which are imposed on all other businesses. We do not seek a privileged place. We are bound by and should be bound by the various laws which have been designed to protect the public interest. The anti-trust laws are ours to face and comply with like anybody else. We ask merely that, in this respect, we be restored to equality with other American enterprise. This would seem to require that Section 311 be eliminated.

TAKING PART in the first of a special series of news programs piped to workers in vital war industries is Charles Earley, KDKA Pittsburgh news commentator. Standing (l to r) are: Lt. T. H. Cable, of the Industrial Incentive Division, Pittsburgh area; Lt. (j.g.) Elizabeth R. Leighton, of the staff of the Inspector of Naval Material; J. E. Baudino, manager of KDKA; and Lt. John Hood, Naval Public Relations Dept.

I do not feel that I am competent to express an opinion on the procedural changes proposed by the bill, but our lawyers tell me that these also are desirable and accordingly I am in favor of them.

I personally hope that the Congress will determine to leave to broadcasters the widest possible liberty and the most complete freedom from regulation. But, if you determine that the broadcasters should be regulated and supervised within stated fields and with defined limitations, let the mandate come from Congress. Give us a law which permits no Commission with limitless authority to make rules this week, revoke them next, change them at will and extend their effect to the entire field of broadcast operations.

Which System?

In short, the real question now before you is whether we are to have the American or European system of radio broadcasting. Let me add that we can have the European system of broadcasting without Government ownership. Government control is enough. The American system has proceeded on the assumption that while private enterprise, like democracy itself, does not always function perfectly, its advantages far and away make up for any disadvantages. And right here and now let me meet head-on a question which is bound to be raised:

What would I do about a licensee whose programs violated the law or the canons of good taste? Violation of laws entails its own penalty in broadcasting as in any other field. As to bad taste or lack of good programming I answer flatly that I would much rather have two, three or a dozen stations misuse their facilities than have a single man or a single Commission tell 900 stations what they should broadcast and what the American public should hear.

I believe this is good theory. I know it is good practice. Each of those 900 stations is in active competition, often with a dozen or more stations, for all or part of its audience. Each of them is thus responsive to the public and is subject to the checks and balances which such competition imposes. The public's retribution upon bad broadcasting is as swift as the flick of a switch or the turn of a radio dial. Public approval is vital to each licensee. It is not vital to any Government commission endowed with unlimited powers. Is it not far better to divide program control among 900 broadcasters, each under the discipline of competition and the constant need of public approval, than to concentrate it in the hands of one commission free from both restraints?

It may seem that I am begging the question of network operations as such. It may be said that during much of the day, four networks supply the programs for 500 or 600 of these stations. This is true. But each of those four networks is subject to the same checks and balances and discipline which competition for audience approval imposes. Each of them is wholly responsive to public demand. Moreover they do not concentrate program planning in themselves, for their programs must in turn please their affiliated stations, or suffer rejection.

But even if program planning were wholly transferred by the stations to the networks in those hours when they broadcast network programs, I repeat that a division of this great responsibility between four competing networks is far sounder theory and practice than to place it all under the thumb of a single all-powerful Commission. Networks and stations must constantly compete against each other for the public ear and must compete against all other forms of entertainment and education for public approval. With whom must the Commission compete?

Raised Eyebrow

The absolute power of the Commission does not even need the instrument of written regulation to assert itself. I once mentioned "regulation by the raised eyebrow". The mastery which the Supreme Court's decision has assured to the Commission has brought that stage to our doorstep. Thus, when the chairman of the Commission, or a Commissioner, either as an individual or in his official capacity, makes a statement that news and news analysis should be handled in a certain way, or time should be sold to certain groups or individuals, he makes such statements on a different level than anyone else.

What he is really saying is this: "In my opinion it is in the public interest that each of these things should be done." As the Commission issues and revokes licenses, under the present law, on the basis of its own opinion of what is in the public interest, any such expression is unmistakable notice to all broadcasters that they conform their operations to such views or face the threat that their licenses may not be renewed.

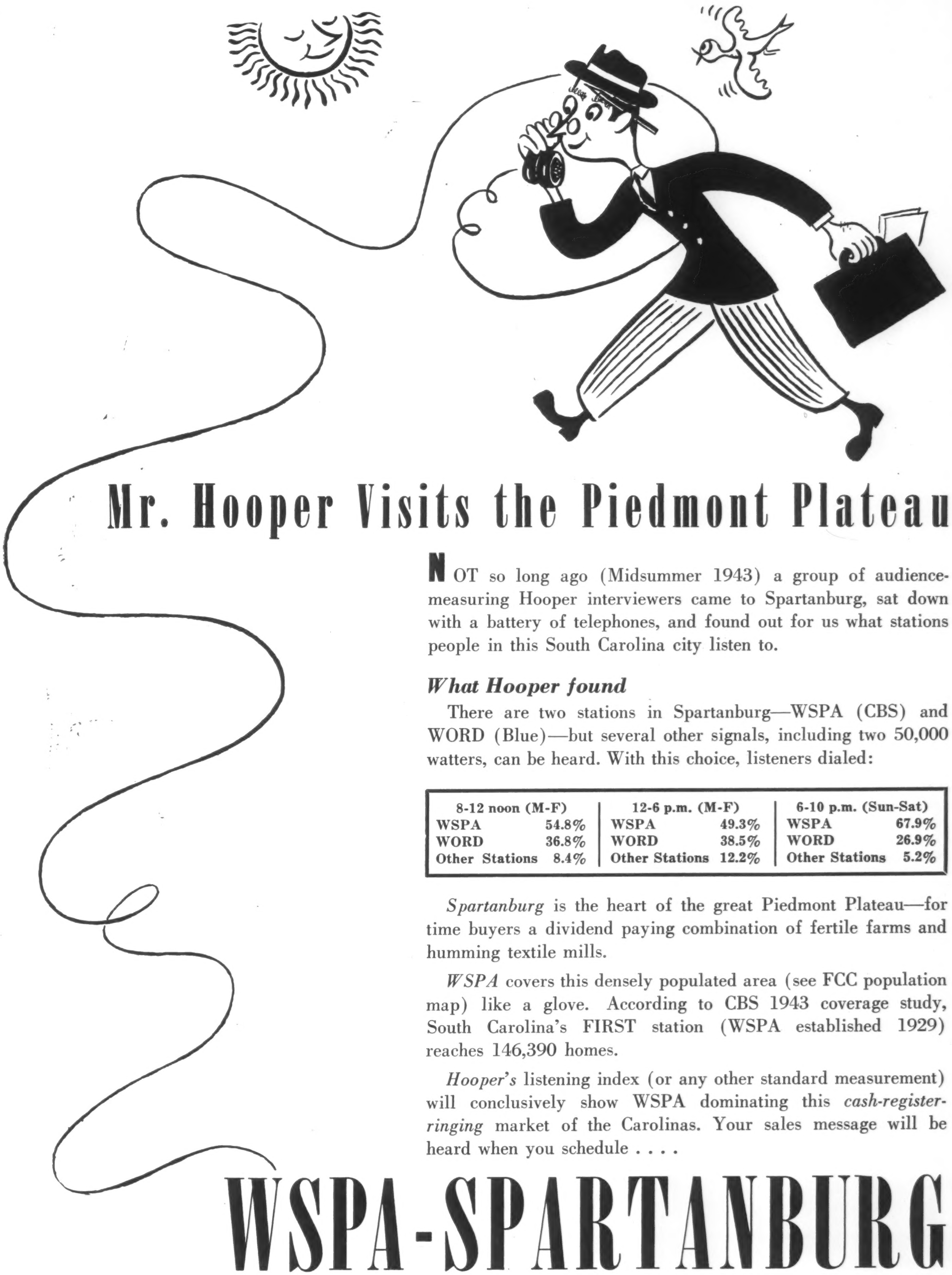
A New Yardstick

This does not mean that I wish to see either Mr. Fly or the Commission silenced. I think it a wholesome thing for our administrative officers to express their positions clearly and openly. What makes Mr. Fly's views harmful is neither their content nor that they are his views. It is only that he now has such authority that his mere expression of opinion will, in many quarters, be taken as a mandate. It has been said, "Whoever can do as he pleases, commands when he entreats". Certainly by re-establishing the principle that the Commission cannot do as it pleases, the Commission's arguments and suggestions can be received and considered on their merits. This will remove the Commission from the pedestal of dictation to the platform of debate.

For 15 years radio has served one master—the public. Public needs and public desires have been, inevitably, the guiding principle of every successful radio operation.

Since the May 10 decision we have learned we have a second master—the Commission.

The result has been that broadcasters can no longer devote their full attention to the service of the public. Today their energies are diluted by an increasing concern to



Mr. Hooper Visits the Piedmont Plateau

NOT so long ago (Midsummer 1943) a group of audience-measuring Hooper interviewers came to Spartanburg, sat down with a battery of telephones, and found out for us what stations people in this South Carolina city listen to.

What Hooper found

There are two stations in Spartanburg—WSPA (CBS) and WORD (Blue)—but several other signals, including two 50,000 watters, can be heard. With this choice, listeners dialed:

8-12 noon (M-F)		12-6 p.m. (M-F)		6-10 p.m. (Sun-Sat)	
WSPA	54.8%	WSPA	49.3%	WSPA	67.9%
WORD	36.8%	WORD	38.5%	WORD	26.9%
Other Stations	8.4%	Other Stations	12.2%	Other Stations	5.2%

Spartanburg is the heart of the great Piedmont Plateau—for time buyers a dividend paying combination of fertile farms and humming textile mills.

WSPA covers this densely populated area (see FCC population map) like a glove. According to CBS 1943 coverage study, South Carolina's FIRST station (WSPA established 1929) reaches 146,390 homes.

Hooper's listening index (or any other standard measurement) will conclusively show WSPA dominating this *cash-register-ringing* market of the Carolinas. Your sales message will be heard when you schedule . . . .

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

XUM

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The freedom of thought of the American people cannot be left dependent on the self-restraint of any commission, however well-intentioned.

A New Power

Yet that is where the Supreme Court decision leaves it. The Supreme Court told the Commission that hereafter it would have "expansive" powers; that it must "not merely police the wavelengths" and supervise the traffic over them, but must hereafter also bear "the burden of determining the composition of that traffic."

And so the Court confirmed a new power, unique in our democratic history. It gave to an administrative bureau not only the right, but the duty, the task, of determining what the people shall hear over their radios.

We come to you now, finally, as the court of last resort. Only you, the spokesmen for the public, can reverse the effect of the Supreme Court's decision. Not only did the Supreme Court point this out—it also disclaimed any responsibility for the practical results of its decision. Justice Frankfurter said: "Our duty is at an end when we find that the action of the Commission was based upon findings supported by evidence, and was made pursuant to authority granted by Congress. It is not for us to say that the 'public interest' will be furthered or retarded . . . . the responsibility belongs to the Congress . . . ."

I do not doubt you are weighted down today with many grave and difficult problems. We are in a desperate war against tyranny and the Congress has much pressing work to do.

But I urge you to consider the problem I have presented as not the least of your tasks. If under the stress of other important issues the freedom of radio should be neglected, your work to win the war will be incomplete. It is not too much to say that when radio ceases to be free and democratic, the whole fabric of our freedom is imperiled.

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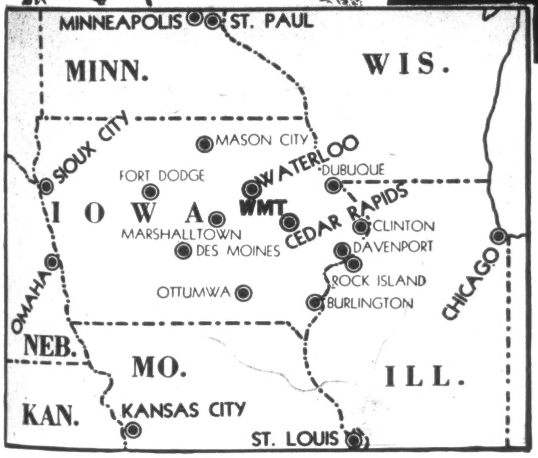
MINNEAPOLIS
ST. PAUL
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WIS.
SIOUX CITY
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FORT DODGE
DUBUQUE
IOWA
WMT
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CLINTON
MARSHALLTOWN
DES MOINES
DAVENPORT
OMAHA
ROCK ISLAND
OTTUMWA
BURLINGTON
CHICAGO
NEB.
MO.
ILL.
KAN.
KANSAS CITY
ST. LOUIS

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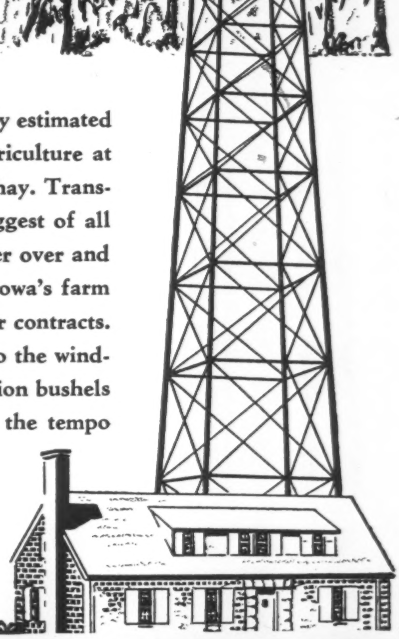

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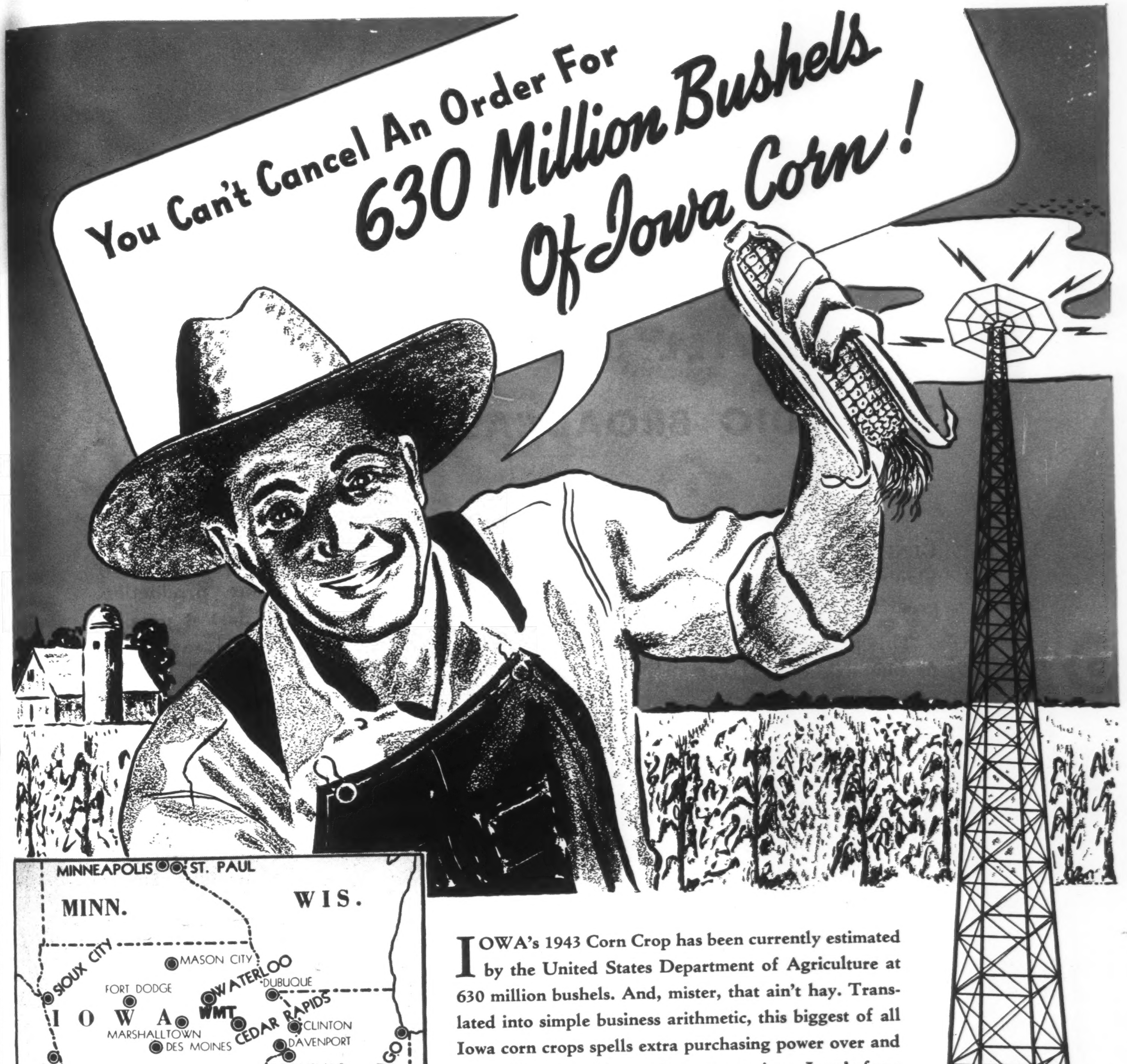
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A PLAN

THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

GENERAL ELECTRIC now offers you a plan to help you chart your course in the great future of radio broadcasting.

This plan combines General Electric's first-hand knowledge of all three fields of modern broadcasting—and our thirty years of experience in designing and building the most advanced broadcasting equipment in the world.

In RADIO BROADCASTING POST-WAR, the brochure which accompanies the plan, you will find an analysis of trends in AM and FM and the effect they will have on the future of broadcasting . . . and your station. It is a post-war planning guide that you will find invaluable.

The G-E EQUIPMENT-RESERVATION PLAN will enable you to complete your post-war plans *now*. It will enable you to establish a post-war priority on equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

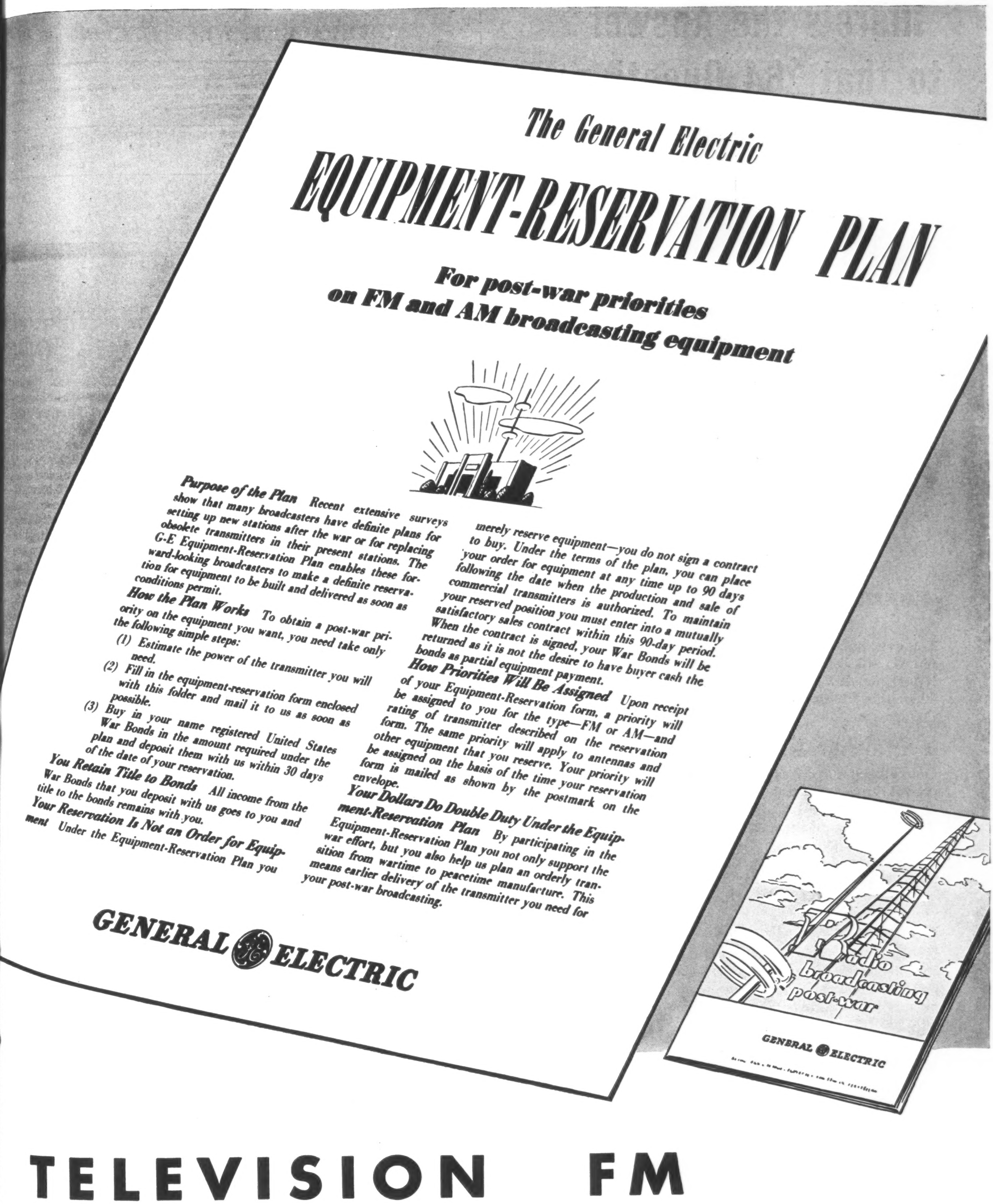
Study the plan thoroughly, and decide your future course. If your decision calls for new equipment, use the G-E EQUIPMENT-RESERVATION PLAN to establish your post-war priority . . . *now*. Your reservation will be cancellable without loss to you if your plans change.

We have mailed a copy of RADIO BROADCASTING POST-WAR and the G-E EQUIPMENT-RESERVATION PLAN to every broadcaster in the United States. If for any reason you have not received your copy, write or wire at once. . . . *Electronics Department, General Electric Company, Schenectady, New York.*

GENERAL ELECTRIC

160-B12

AM



The General Electric
EQUIPMENT-RESERVATION PLAN

For post-war priorities on FM and AM broadcasting equipment

Purpose of the Plan Recent extensive surveys show that many broadcasters have definite plans for setting up new stations after the war or for replacing obsolete transmitters in their present stations. The G-E Equipment-Reservation Plan enables these forward-looking broadcasters to make a definite reservation for equipment to be built and delivered as soon as conditions permit.

How the Plan Works To obtain a post-war priority on the equipment you want, you need take only the following simple steps:

(1) Estimate the power of the transmitter you will need.

(2) Fill in the equipment-reservation form enclosed with this folder and mail it to us as soon as possible.

(3) Buy in your name registered United States War Bonds in the amount required under the plan and deposit them with us within 30 days of the date of your reservation.

You Retain Title to Bonds All income from the War Bonds that you deposit with us goes to you and title to the bonds remains with you.

Your Reservation Is Not an Order for Equipment Under the Equipment-Reservation Plan you merely reserve equipment—you do not sign a contract to buy. Under the terms of the plan, you can place your order for equipment at any time up to 90 days following the date when the production and sale of commercial transmitters is authorized. To maintain your reserved position you must enter into a mutually satisfactory sales contract within this 90-day period. When the contract is signed, your War Bonds will be returned as it is not the desire to have buyer cash the bonds as partial equipment payment.

How Priorities Will Be Assigned Upon receipt of your Equipment-Reservation form, a priority will be assigned to you for the type—FM or AM—and rating of transmitter described on the reservation form. The same priority will apply to antennas and other equipment that you reserve. Your priority will be assigned on the basis of the time your reservation form is mailed as shown by the postmark on the envelope.

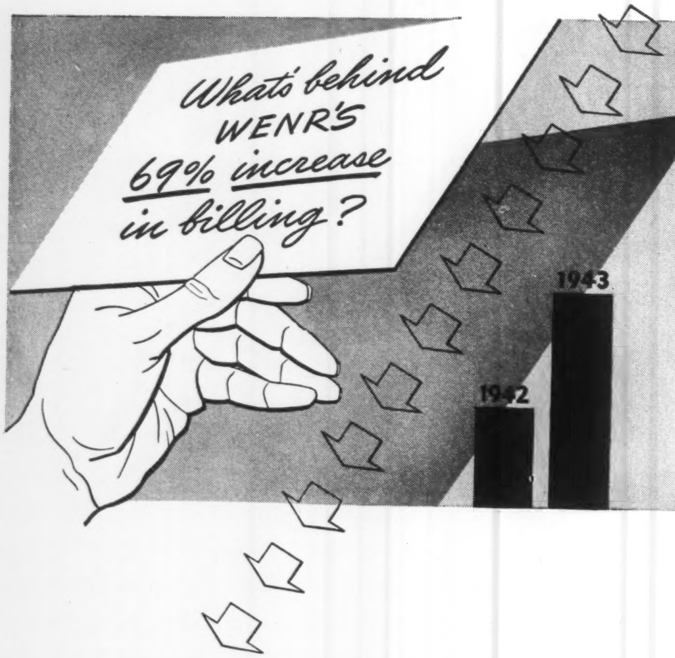
Your Dollars Do Double Duty Under the Equipment-Reservation Plan By participating in the Equipment-Reservation Plan you not only support the war effort, but you also help us plan an orderly transition from wartime to peacetime manufacture. This means earlier delivery of the transmitter you need for your post-war broadcasting.

GENERAL ELECTRIC

M TELEVISION FM

XUM

Here's the Answer to that $64 Question:


What's behind WENR'S 69% increase in billing?
1942
1943

★ MAXIMUM COVERAGE— WITH 50,000 WATTS

You want the biggest potential market for your money and WENR delivers it. Covers 111 of 170 cities over 10,000 population in Illinois, Indiana, Michigan and Wisconsin. Covers more of these cities than any other Chicago station.

★ AN OUTSTANDING SALES PRODUCER

One advertiser received 700% more returns than expected. Another, Feltman & Curme, offered a Battle Set premium with each pair of children's shoes purchased. In three short weeks they gave away not only their initial stock of 2,000 sets, but also 20,000 additional premiums. For a high-priced specialty item usually sold by highly-trained house-to-house salesmen, WENR produced inquiries at 1/6 to 1/12 their average inquiry cost.

★ AT LOWEST COST PER 1000 FAMILIES

Not only does WENR offer you maximum coverage and productive programs, but also gives the *LOWEST* cost per thousand *families* to start with. No wonder the number of advertisers using WENR since 1942 has *DOUBLED!*

WENR
50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES
Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

OWI PACKET, WEEK DEC. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 6. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your client what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group O1 Aff.	Group O1 Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Bonds For Christmas Gifts*	X	X	X	X	X		
Don't Travel*	X		X		X		
Fight Waste				X	X		
Eat More Potatoes		X	X				
Careless Talk							
Tax Returns	X					X	X

See OWI Schedule of War Messages No. 85 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
*55 seconds—available for sponsorship.

Local Sponsorship of Don't Travel Campaign Spots Approved by OWI

RAILROADS, whose indifference to radio while buying other media for war messages has aroused protest by stations all over the country, will be in line for paid sponsorship of OWI Don't Travel spots the week of Dec. 6. Bus and airline companies also are on the prospect list for this phase of the overall Don't Travel campaign, which seeks effective action against the development of a jam of non-essential holiday travel. Aim of the OWI transcriptions is to keep the public at home for Christmas so that service men and essential war travelers will be accommodated.

Added to the war bond transcriptions for the week, the travel schedule will give independent stations a total of 42 55-second spots which may be sold to local sponsors for broadcast during the week of Dec. 6.

Aside from the Don't Travel schedule, the list of the week's campaigns is much the same as for the preceding week of Nov. 29. Only exceptions are the deletion of WAVE Recruiting and Mail Early for Christmas spots which, like other OWI campaigns, may be brought back later, although the Mail Early drive is considered complete for this year. The week obviously will see the end of the "Tax Return" spots, as they are directed to farmers, whose income tax reports are due Dec. 15.

Acquired by AMP

RADIO TRANSCRIPTION Co. of America Ltd., Hollywood, founded a dozen years ago by the late C. C. Pyle, has been acquired by Associated Music Publishers. Spot Sales, exclusive sales representative for AMP's library service, Associated Recorded Program Service [BROADCASTING, Sept. 6], will handle all sales for the 2,700 quarter-hour programs in the Transco repertoire. Spot Sales has taken over the RTCA headquarters at Hollywood Blvd. and Cosmo St. as its Hollywood offices, with Grace Gibson as manager. John Livingston, West Coast district manager of Spot Sales, is moving from San Francisco to Hollywood.

WSAM Stock Transfer

APPLICATION was filed last week by WSAM Saginaw, Mich., for acquisition of control of Saginaw Broadcasting Corp., licensee, by Milton L. Greenbaum, president, through transfer of 50 shares of stock from his deceased father, Adolph Greenebaum. Application is being held by the FCC for further information, as no formal acknowledgment of the proposed transfer had been drawn up and 53 shares of stock were claimed involved instead of the 50 shares registered with the FCC. Adolph Greenebaum's 25% of total stock would give Milton Greenebaum a total of 55%.

Chicago Blue Meeting Planned to Meet Noble

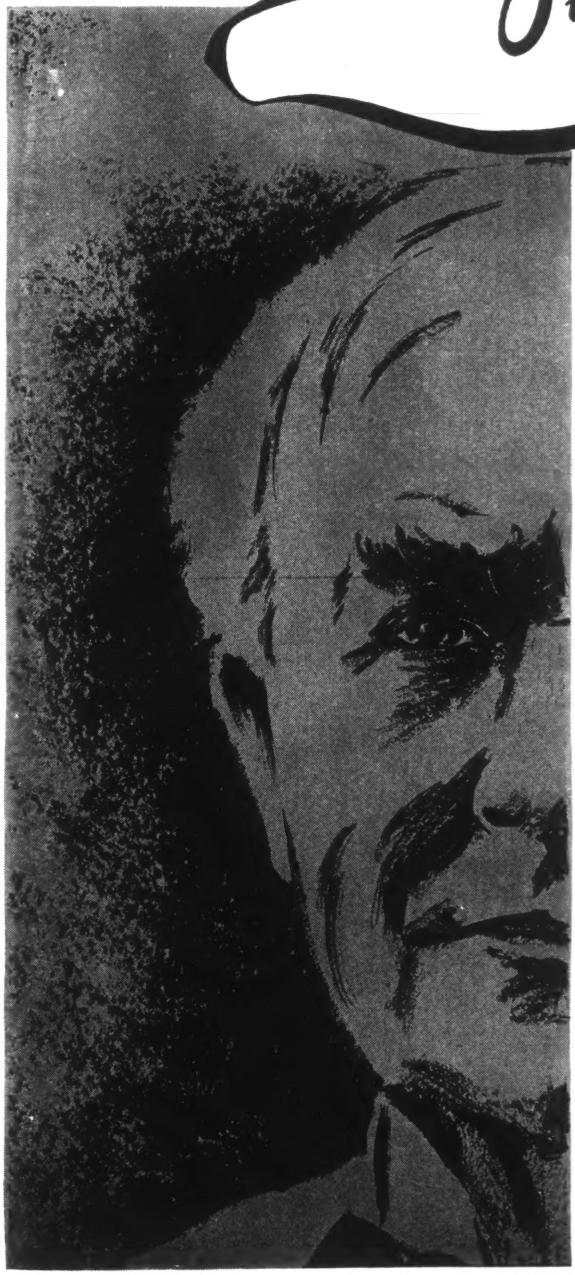
SCHEDULE of events for members of BLUE network stations who will meet the new owner of the network, Edward J. Noble, Nov. 15-16 in Chicago, includes a luncheon at the Palmer House, Chicago, at noon Monday, followed by a Station Planning and Advisory Group meeting at 2:00 p.m. in Room 6 of the Palmer House. Tuesday, a station business meeting will be called at 2 p.m. in Room 17 of the Palmer House. Dinner at 6 p.m. Tuesday night will be held at the Racquet Club, 1361 N. Dearborn St., Chicago. Reservations from 157 representatives of 107 BLUE stations had been received last week by E. R. Borroff, vice-president of the BLUE Chicago.

FMBI Meeting Postponed

PRECEDENCE of the FCC conference in Washington Nov. 17 has caused Walter J. Damm, president of FM Broadcasters, to postpone the FMBI Chicago meeting, scheduled for the same date, to 10:30 a.m. Dec. 8 at the Drake Hotel, Chicago. The informal FCC conference has been called by FCC Chairman James Lawrence Fly for all members of RTPB to confer with BWC and IRAC members to discuss organization and procedure matters on FM and television.

Buying Time...

Can you see the entire picture? Who is it? Just for fun jot it down on your memo pad and check with the answer in next issue!



IS ONLY HALF THE PICTURE

The important thing is buying the RIGHT time on the RIGHT station! If you have something to sell, these are the important features to look for when you buy radio time:

1. **Complete coverage of the selected area**
2. **A lucrative market**
3. **A receptive audience**
4. **Economical rates**

You get them ALL—and then some, when you buy Station WCBM, Baltimore's Blue Network Outlet! Expert programming is attracting and making regular listeners of a great percentage of Baltimore's daily increasing population.

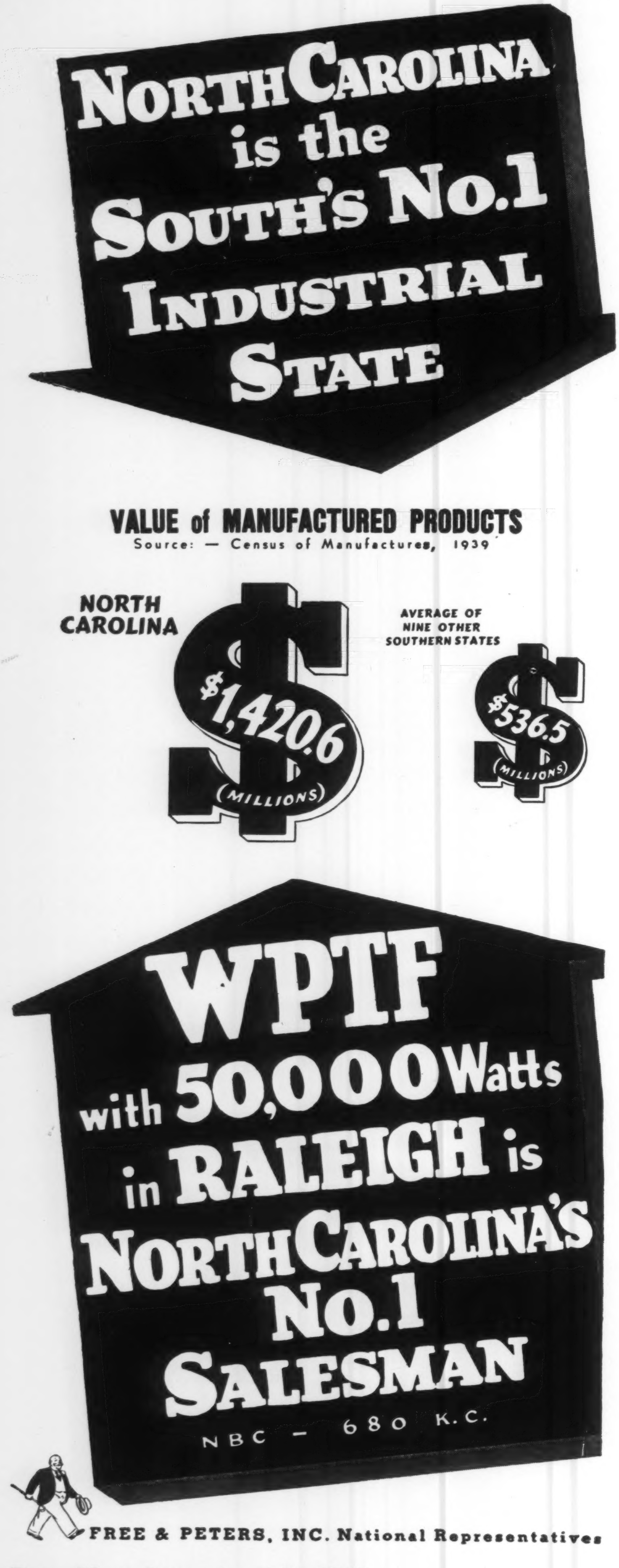
It's easy to SELL when you buy

WCBM

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.

FREE & PETERS, INC. *National Rep.*

***The* BALTIMORE BLUE NETWORK OUTLET**


NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

NORTH CAROLINA $1,420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES $536.5 (MILLIONS)

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

OWI Names New Regional Officers

Control Centers in 18 Cities Operating, Says Hymes

JERRY A. DEANE, former program director and production manager of WEBC Duluth, has been appointed OWI regional station relations chief for Kansas City, Mo., John D. Hymes, station relations chief of the Radio Bureau, announced last week. Mr. Deane succeeds Marvin McAlister who resigned to enter the Navy. The Kansas City regional office covers Missouri, Kansas, Nebraska and Arkansas.

Mr. Hymes also announced the appointment of two new OWI regional consultants. John M. Outler Jr., sales manager of WSB Atlanta and chairman of the NAB sales managers executive committee, replaces Thad Holt, general manager of WAPI Birmingham. Mr. Outler will serve OWI in Alabama, Florida and Georgia.

H. W. Slavick, manager of WMC Memphis, replaces J. T. Ward, manager of WLAC Nashville, as consultant for Arkansas, Mississippi and Tennessee.

Both Mr. Holt and Mr. Ward have been OWI consultants for more than a year, Mr. Hymes explained, and resigned because of the pressure of other business.

Centers Established

Mr. Hymes reported that voluntary control centers, which act as liaison between stations and OWI regional offices, have now been established in 18 cities. Regional consultants are making efforts to set up additional centers, the objective being to have centers in all cities having three or more stations, except where regional offices are located.

The voluntary centers are operating successfully, Mr. Hymes stated, and are performing valuable work in clearing Government programs with OWI regional offices. The centers are handling radio functions formerly carried on by OWI field offices which were closed when appropriations for the Domestic Branch were sharply reduced [BROADCASTING, Aug. 16, July 12].

Voluntary centers and station representatives in charge are:

Spokane—Wallace Brazeal, KFPY.
Seattle—Robert E. Priebe, KRSC.
Portland, Ore.—H. M. Swartwood, KOIN-KALE; Arden X. Pangborn. KGW-KEX; H. Quentin Cox, KGW-KEX.
Columbus—C. Wilbert Pettegrew, WOSU.
Louisville—George Patterson, WAVE.
Buffalo—Edgar Twamley, WBEN.
Rochester—Charles Siverson, WHAM.
Syracuse—Robert G. Soule, WFBL.
Schenectady (For tri-cities, Schenectady, Albany and Troy)—A. O. Coggeshall, WGY.
Worcester—Dave Harris, WTAG.
Springfield, Mass.—Wayne Latham, WSPR.
Hartford—Paul Lucas, WTIC.
Pittsburgh—Mrs. Victoria Corey, KDKA.
Baltimore—George S. Shaffer, WITH.
Albuquerque—Frank Quinn, KOB.
Missoula—Arthur Mosby, KGVO, reg. consultant Montana.
Boise—Mrs. Georgia Phillips, KIDO, reg. consultant Idaho.
Phoenix—Dick Lewis, KTAR, reg. consultant Arizona.

Wooing at WCCO

WOO is being pitched at WCCO Minneapolis! Here's the station's wedding calendar, which began Oct. 21 when Phillis Moudry, vocalist, was married to Rolf Hertsgaard, announcer: Betty Beach to Ray Tenpenny, announcer; Marion Kfjorlien to Elton Bjorkland, arranger-singer; Helen Jaroseck to Larry Haeg, farm service director. Now the control room has joined the parade. Evelyn Harverud has announced her engagement to Lyall Smith, engineer.

Regional Meeting Of OWI Planned

REGIONAL consultants and regional station relations chiefs of the OWI domestic Radio Bureau will meet in Washington Nov. 18-19 to discuss OWI relationships with stations in the handling of war information campaigns, Philip H. Cohen, chief of the Bureau, announced last week.

The meeting will review OWI procedures and to enable regional officers to confer with information chiefs of government agencies which collaborate with the Radio Bureau in preparing messages. Reports from regional representatives will be made. The meeting is the third in a series called by Mr. Cohen since he assumed his present office.

Hoyt to Speak

Palmer Hoyt, OWI domestic director, is to address the meeting. Robert Ferry, newly-appointed assistant OWI director in charge of program coordination, will speak. Sessions will be held at the Washington Hotel.

Regional Station Relation Chiefs expected to attend are: Rod Holmgren (associate), Chicago; Walter Huffington, Richmond; Willett Kempton, Atlanta; Walter Hackett, Boston; Broughton Tall, Philadelphia; Jerry A. Deane, Kansas City; Harry Levin, New York; and David Russell, Dallas.

Regional consultants expected are: Leo Fitzpatrick, WJR Detroit; Herbert Pettey, WHN New York; Leon Levy, WCAU Philadelphia; James H. Moore, WSLS Roanoke, Va.; Merle S. Jones, KMOX St. Louis; Robert B. Hudson, Rocky Mountain Radio Council, Denver; H. K. Carpenter, WHK Cleveland; Arthur J. Mosby, KGVO Missoula, Mont.; Lawrence W. McDowell, KFOX Long Beach, Cal.; Richard O. Lewis, KTAR Phoenix; Charles J. Lanphier, WEMP Milwaukee; Sheldon Sackett, KOOS Marshfield, Ore.; Richard Shafto, WIS Columbia, S. C.; Robert Nichols, KEVR Seattle; John M. Outler Jr., WSB Atlanta; Leslie Johnson, WHBF Rock Island, Ill.; Arthur Westlund, KRE Berkeley, Cal.; William B. Way, KVOO Tulsa; E. R. Borroff, WENR Chicago; Karl O. Wyler, KTSM El Paso, Tex.

Others expected are Neville Miller, NAB president and member of OWI Station Advisory Board; Col. E. M. Kirby and Maj. Frank Pellegrin, War Dept. Bureau of Public Relations; J. Harrison Hartley and Lt. Comdr. Morgan Reichner, Navy Dept. Office of Public Relations; Vincent F. Callahan, Ted R. Gamble and Emerson Waldman, Treasury Dept. War Finance Division; Philip S. Broughton and Edward Collier, War Manpower Commission Information Service; Maurice Hanson, James Rogers and Donald MacPhail, Office of Price Administration Information Department; James R. Brackett, George Lyon, Herman Hettinger, A. R. Whitman, and Cliff Sutter, OWI Domestic Branch.

How to Move Moscow Three Thousand Miles...in Six Seconds

7:21:00 P. M., Eastern War Time. In two minutes, on the NBC "News of the World Roundup," a voice will say, "This is Moscow..."

In the control room at Radio City in New York, a man casually exchanges a few words with Moscow in a test conversation. The air crackles with a harsh, unpleasant sound.

7:21:15. The man turns to a teletype machine linked to NBC's short-wave listening post in San Francisco. He types out: "Moscow reception poor. Any better in San Fran?"

7:21:32. The answer from San Francisco: "Moscow clear as a bell."

7:22:50. The signal is given to reverse the relays between New York and San Francisco.

7:22:56. The reverse is completed.

7:23:00. A voice says: "This is Moscow..." and millions of Americans hear a clear, firsthand news report from the Russian capital.

In six seconds, unknown to the listener, Moscow was moved three thousand miles from east to west . . . from New York to San Francisco.

At NBC, smooth-running perfectionism like that is part and parcel of *every* program, *every* broadcast, *every* activity carried on by America's oldest and most popular network.

For the nation's biggest advertisers, who are clients of NBC, it has meant more dependable and more progressive service throughout; it has put the *best* in network broadcasting at their full disposal.

For the listener, it has meant more entertaining and interesting programs, wider in scope, richer in their service and satisfaction.

. . . These are some of the things that make NBC "The Network Most People Listen to Most."

—The **N**ational **B**roadcasting **C**ompany

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA

XUM

DOING the REAL JO

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Sold O

FROM 6 TO 11 P. M. . .

L.B.

WC

CINCIN

FIFTY THOUSAN

CBS WORLD NEWS **ASSOCIATED PRESS** **UNITED PRES**

XUM

for the ADVERTISER

HU UP THE

ut Sign

. . . . DAYTIME GOING FAST

Wilson

CKY

CINNATI

THOU AND WATTS

D PRESS

Thanks a Lot -- to C B S Programs -- the World's Finest Radio Shows!

Editorial

The Fight Can Be Won

THE CASE for a free radio can be won at this session of Congress, unless all signs go askew.

The brilliant and courageous testimony of CBS William S. Paley, asking only that Congress write the rules of the game and not leave them to a political commission, did more than merely make an impression. It even elicited from Chairman Wheeler of the Committee the unexpected comment that the FCC has "abused" its power.

FCC Chairman James Lawrence Fly himself, evidently reconciled to the view that Congress is of a mind to act, has reversed his previous unalterable opposition to legislation. He now favors legislative expressions in certain fields. But that doesn't mean he wants to relinquish any powers, actual or implied, which the FCC may acquire from the Supreme Court "control of the composition of the traffic" opinion.

Mr. Fly is on the record against any regulation of program policies by the FCC. While we could recite, chapter and verse, recent actions or expressions of the FCC geared directly to programs, it is consoling to know that all thought of program regulation has been banished from the mind of the Commission.

But Mr. Fly *wants* to control, in some measure, business practices of stations. Evidently Mr. Wheeler does too, because he has repeatedly cited the Interstate Commerce Commission's regulation of the railroads. What neither mentioned, however, is the fact that railroads are common carriers, whereas radio stations are not. All comers can't be accommodated.

Mr. Paley brought out clearly and cogently that programs and business are inextricably interwoven. Programs *are* the business of radio. They constitute radio's stock-in-trade. The FCC intent, therefore, would appear to be that while the front-door of program censorship would be closed to it, the back door of business regulation would be wide open. So there would be program control, if Mr. Fly's expressed views prevail.

There was another revelation of great significance by Chairman Fly. He would leave to Congress the decision whether newspapers are qualified as operators of stations. Thus the newspaper-ownership fight can be won, too, because the palpable inequity and unfairness of any arbitrary rule against it obviously can be decided only one way by Congress. For more than two years the FCC has had the newspaper issue bottled up, evidently desiring to time its action. It has always been our view that Congress and Congress alone should decide that issue, for it is one of legislative policy—not susceptible of interpretation by an administrative agency.

Several times mention was made of "intimidation" and "coercion" of stations by the FCC. Evidently everyone is aware of that save the FCC majority itself. Mr. Paley called it "regulation by the raised eyebrow". That isn't stretching it too far.

Perhaps this isn't the time for enactment of an integrated law, going the full length of the pending White-Wheeler Bill. Perhaps such legislation should await the war's end, so that the new vistas of mass communications—of FM and television—can be construed legislatively. It will mean licensing of the press as well as radio, because there will be visual publication through the ether.

But it *is* the time to settle the issue of a free radio. That requires a mandate against control of programs by a Government agency (which of course embraces business control). It requires treatment of radio on an equality with the press.

That mandate must come from Congress.

Unsung Hero

RADIO'S unsung heroes have always been its engineers. Most of them are publicity-shy. They think of their work more as hobby and avocation. Usually they dabble about after-hours to overcome operating bugs, rigging up contrivances that would put a Jules Verne or a Rube Goldberg to shame. And the hams, technicians by choice rather than vocation, are responsible for much of the ultra-high frequency development.

It wasn't much of a surprise, therefore, when the British Admiral, Sir Andrew Browne Cunningham, credited Morrie Pierce, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters in Algiers since last May, with having played an important part in bringing about the surrender of the Italian Fleet a couple of months ago. Morrie is a practical engineer (he's now on leave as the chief engineer of WGAR Cleveland). He figured the best way to get the message of surrender to the Italian Fleet was to put the news on the international distress frequency of 500 kc but he didn't have a transmitter tuned to 500 kc. So he made one, retuning a transmitter from 1100 to 500 kc.

Morrie Pierce is a civilian performing wartime service. If they hand out medals to civilians in this war, Morrie certainly deserves one. Though he probably wouldn't care for it, he shouldn't remain an unsung hero.

Radio's Awards

ENTRIES now are open for radio's two main awards of merit—the Peabody and duPont awards, with closing dates in December. Both have been labelled radio's counterpart of the Pulitzer Awards in the sphere of journalism.

Both sets of awards are designed to perpetuate the names of illustrious Americans. Both happened to get off to rather poor starts largely due to inexperience and perhaps inept direction, which may have resulted in some ill feeling on the part of those who felt their nominations were not given proper consideration. This was because the "rules of the game" perhaps were not clearly set forth.

Our observation is that these discrepancies now have been rectified, and that machinery has been established whereby full and impartial consideration will be given all nominations. The announcements of the respective groups, outlining the scope and nature of the awards and the closing dates, appear to resolve all questions heretofore raised.

Our Respects To —

PAUL MERRICK HOLLISTER

IT'S a year now since Paul Merrick Hollister came to CBS as vice-president in charge of advertising and sales promotion. And it's several weeks since under his direction, was launched the largest, most ambitious campaign of program promotion any network ever commenced—breaking in every CBS "station city" in continental United States, using as media radio, newspapers, transportation advertising, posters and direct mail.

It's nearly 15 years since Hollister first got mixed up in radio, doing odd jobs on the Atwater Kent account, then at BBDO. There he was responsible for continuity in the first Raleigh cigarette program in which Al Shirley, as Raleigh, actually climbed into tights, doublet, sword and beard to m.c. each program. Bill (William Merrigan) Daly led the band, the Revelers sang, and Phil Ohman and Victor Arden beat the grand pianos.

"My first errors of commission in the field of radio lyric writing," confesses Hollister, "were the words for the Raleigh theme song (in collaboration with Joe Alger, now of LIFE magazine) and words for a sequence of Ferde Grofe's *Mississippi Suite*. New words have since been substituted for mine as the standard choral lyric, but they are no worse."

It was Hollister who worked with Tom Harrington in 1931 for two hours in a CBS studio to perfect a sound-effect to simulate a charger galloping over a wooden bridge. They found that when Harrington galloped his hands on his (Harrington's) chest, close to the mike, it sounded more like the horse than the horse. Harrington thereafter had to stand by and play horse once a week, but he tired of it, and eventually became head of radio for Young & Rubicam.

In 1932, Hollister was named an executive vice-president of Macy's department store, taking on responsibility for the radio projects of Macy's and a directorate in station WOR. "My first official act, or blunder," he says, "was to chase off the air an enormously popular minstrel show which the store had been sponsoring and to replace it with a clamorous and costly 'turkey'." That was followed by experiments with every known form of entertainment except card tricks and adagio dancers. There were Heywood Broun, Alex Woollcott, Bob Littell, Martha Manning, a series of name bands, a boy's club, a consumer quiz.

(*Continued on page 38*)

THE KEYSTONE BROADCASTING SYSTEM

takes pleasure in announcing
that you can now extend your
live network programs
on transcriptions
into the vital secondary markets of the country
over the facilities
of its 200 affiliated stations
from Coast to Coast
at
economical per capita cost
equal to (and in many cases less than)
metropolitan, mass coverage per capita costs.

R.S.V.P.

*You are cordially invited
to examine the K.B.S. group rates
for timely, effective penetration into
America's booming small towns and
their rich rural and farming environs.*

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"

134 NO. LA SALLE ST., CHICAGO 2, ILL.
STATE 4590

580 FIFTH AVE., NEW YORK 19, N. Y.
LONGACRE 3-2221

6331 HOLLYWOOD BLVD., HOLLYWOOD 28, CAL.
HEMPSTEAD 0460

Proven Producers for Particular People

Long rated as the No. 1 station with local advertisers, WSIX delivers for national accounts the same intensive coverage that makes it first choice of Nashville retailers and distributors.

Not only in power and frequency (5,000 watts on 980 kc) but also in *proven listener preference* does this station meet the requirements of the most particular time-buyers.

We shall be glad to give you full information about the Nashville market and this station's coverage, rates and availabilities.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS
980 KC
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Our Respects to

(Continued from page 36)

and so on.

"I learned a great deal at the expense of the store and the audience and ultimately found out how to sell goods and good will on the air. Since that time, incidentally, I have written more than 726,453 commercials for an oil company. It's safe to say therefore that my radio experience is long, arduous, and varied."

An indefatigable worker, Hollister brought to CBS a rich background of experience in ad writing and promotion. After attending public schools in Grand Rapids, where he was born Nov. 12, 1890, and Middlesex and Harvard, he put in two years as a newspaper reporter on the *Grand Rapids News*, and then started writing copy and handling accounts in the H. K. McCann Co. in New York.

After three years there, he became one of the 13 charter members of the Barton & Durstine agency. He was with this organization for thirteen years (in Boston and in New York), serving as a vice-president and director. There followed eight years at Macy's, where he was responsible for the advertising, sales promotion, public relations, and publicity. He spearheaded the store's counterattacks on price-fixing and its crusade in the interest of consumer quality. He later became a vice-president at J. Stirling Getchell Inc., the post which he resigned shortly before coming to Columbia.

Advertising Pioneer

Hollister is the author of several books to which he ascribes the term, "quiescent," and is a well-known writer on subjects related to his profession. As a seasoned writer and ad-maker, Hollister's knowledge of radio goes back to its early days. He has had a hand in evolving certain of radio's progressive forms and knows selling from both sides of the retail counter. As a creative advertising man, Hollister is regarded as one of the leaders in the field. "Some place in a drawer" Hollister admits, "I think I have some Harvard Advertising Awards."

He is married to Carol Irwin, Young & Rubicam's account representative on the General Foods cereals and former head of daytime radio in that agency. He belongs to the Players and the Harvard Club in New York. His hobby is collecting old trade cards.

Symphony Rights

FIRST AMERICAN performance rights to Dmitri Shostakovich's "Eighth Symphony" have been acquired by CBS for $10.000, probably the largest sum in history ever paid for first rights to a symphony. The symphony will be performed in the near future on one of the Sunday afternoon concerts by the New York Philharmonic-Symphony. The concerts are sponsored on CBS by U. S. Rubber Co., New York.

FLY LETTER CALLS POST-WAR SESSION

ACTING on the plan for a joint Government-industry study and survey of the various radio and television allocation requirements of the future, announced Nov. 4 at a news conference, Chairman James Lawrence Fly of the FCC sent the following letter to members of the RTPB calling a meeting Nov. 17 to make plans for studies and organization of committees [BROADCASTING, Nov. 8].

Now that the Radio Technical Planning Board has been organized and will soon be ready to initiate studies with respect to the technical future of the radio industry, the Commission believes that a conference of government and industry representatives is in order. Such a conference would afford all interested agencies the opportunity to discuss organization and procedural matters and thereby insure a thoroughly coordinated plan of action. It is not contemplated, however, that any policy be adopted at this meeting which would affect frequency allocation or systems standardization, as these matters must necessarily await the outcome of studies by the various government and industry groups.

Accordingly, on behalf of the Commission, I wish to extend an invitation to the Radio Technical Planning Board and its Panel Chairmen to attend a meeting for the purpose outlined above which will be held in Room 6119 New Post Office Building, Washington, D. C., at 2:30 p.m., November 17, 1943. Similar invitations have been extended to the Board of War Communications and the Interdepartment Radio Advisory Committee.

Dr. W. R. G. Baker, chairman of the RTPB, has arranged a meeting in Washington of all panel chairmen and vice-chairmen before the meeting with FCC, BWC, IRAC.

Henderson at Banquet

LEON HENDERSON, former OPA administrator, will be among the speakers at the testimonial reception and dinner given by the District of Columbia Chapter of the National Lawyers Guild for James Lawrence Fly, chairman of the FCC, at the Mayflower Hotel on Nov. 19. Vice-President Henry A. Wallace and OWI director Elmer Davis will also address the gathering, while National Lawyers Guild president, Robert W. Kenney, will be toastmaster. Mr. Fly's address, "Communications in War Time" will be broadcast on the BLUE 10:30-11:30 p.m.

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

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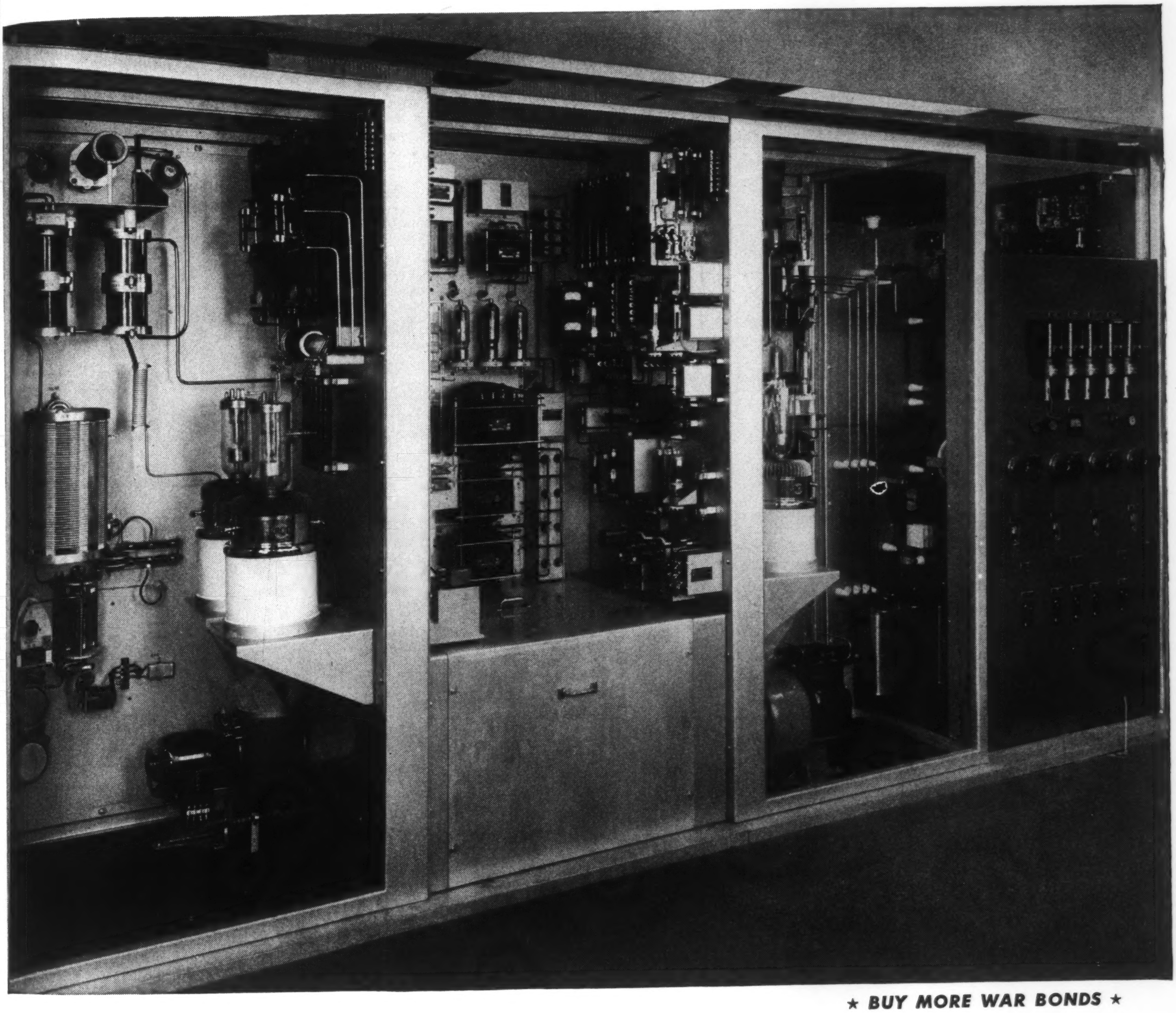


★ **BUY MORE WAR BONDS** ★

RCA FIRSTS

VERTICAL CHASSIS CONSTRUCTION

FOR years transmitter designers mounted equipment parts on horizontal shelves.

With this construction only those parts near the edge of the shelf were easily accessible.

RCA engineers asked themselves: "Why not have *all* the parts where they would be easily accessible?"

In other words, why not arrange the parts and circuits on *vertical panels*—instead of on horizontal shelves?

This simple device revolutionized transmitter mechanical design.

In addition to increasing accessibility, this arrangement simplified and speeded up assembly, and provided better cooling.

Development of this "vertical chassis" construction is one reason why RCA equipment leads in America's broadcasting stations today.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

XUM

Personal NOTES

ROY C. WITMER, NBC vice-president in charge of sales, New York, was guest of honor last week at a Chicago dinner given by Harry C. Kopf, NBC vice-president and general manager of the Central Division. Members of the network sales staff attended.

JACK JOY, recently appointed to succeed Robert C. Coleson as chief of the West Coast office of the Radio Branch, Bureau of Public Relations, War Dept., is in Hollywood (Cal.) hospital recovering from a minor operation.

LLEWELLYN HARRIES, retired Army captain, has been named manager of the sales promotion division of the National Retail Drygoods Assn., New York, replacing Richard Meybohn, who has resigned to become publicity director of the J. W. Robinson Co., Los Angeles.

Shouse in London

NEWS of the arrival in London of James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting operations, was received last week by WLW officials. Mr. Shouse is expected to remain in the British capital for several weeks to confer with BBC officials. He is expected to undertake a special mission for OWI while abroad [BROADCASTING, Nov. 8].

DON E. GILMAN, BLUE Western division vice-president, currently is attending the Chicago meeting of network affiliate stations.

BEN EDSON, new to radio, has joined KMPC Beverly Hills as account executive.

WHITNEY CLEMENT, of the KSFO San Francisco sales staff, married Margaret Masterson on Oct. 26.

NATHAN W. BRANDON, commercial manager of WSAV Savannah, Ga., on leave, now a lieutenant in the Air Transport Command, married Martha Cunliff of St. Louis on Oct. 20.

MAJ. W. C. BORRETT, managing director of CHNS Halifax, is now broadcasting his *Tales Told Under the Old Town Clock* on the Maritime Network of the Canadian Broadcasting Corp. Maj. Borrett's broadcasts under this title on CHNS for some years have been published in book form.

DOUGLAS COULTER has been named vice-president in charge of programs of CBS New York.

HENRY JAFFE, attorney for the American Federation of Radio Artists, will report for duty with the Army at Camp Upton, New York, on Nov. 29.

WAYNE N. KENWORTHY, former commercal manager of KTFI Twin Falls, Ida., has been appointed assistant to Jennings Pierce, NBC Western division public service and guest relations director. He succeeds Robert Hendricks who joins the Army on Nov. 23.

MARTIN GUNTHER, business manager of WHEB Portsmouth, N. H., has entered the armed service.

JOE WRIGHT, sales manager of WLVA Lynchburg, Va., was inducted into the Army Nov. 13.

Drips Back at NBC

Mr. Drips

WILLIAM E. DRIPS, NBC director of agriculture for seven years prior to joining the BLUE in 1941, has resumed his former position at NBC. Mr. Drips returned to NBC Nov. 1, with headquarters in Chicago. He was also director of agriculture while with the BLUE.

ROBERT A. WHITE, recently in the public relations office at Fort Dix and honorably discharged from the Army, has joined the sales staff of WOR New York, as an account executive. Prior to going in the Army, he was merchandising manager of Sorenson & Co., Chicago advertising agency.

JOSEPH R. SPADEA, former station representative, has been promoted to a sergeant in the Air Service Command, Patterson Field, Ohio. He has been named physical instructor for a squadron of 700 men.

HOWARD RAY, commercial manager of KPRO Riverside, Cal., has resigned.

AL HUGGINS, Timmins, Ont., new to radio, has joined the commercial department of CKGB Timmins.

BURL ELY, after 15 years with International News Service, has left that organization to join Press Association Inc., as assistant to Oliver Gramling, assistant general manager.

NAB Manual Combines Radio and Retail Figures

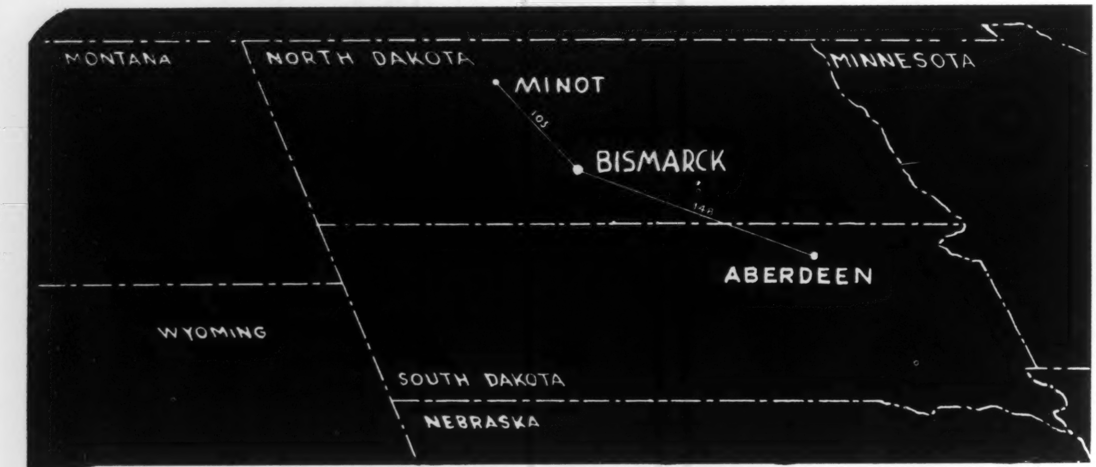
A 261-PAGE compilation of useful information for marketing executives employing radio has been published by the Research Committee of the NAB under title of *Radio Market Data Handbook*. The volume provides, in convenient form, statistics gathered in the 1940 Census, and is an extended version of the figures which first appeared in the Sept. 7, 1942 special market data issue of BROADCASTING.

In large part, the Handbook consists of the 1940 population Census by counties, accompanied by the county figures of the 1939 Retail Trade Census showing number of retail stores and sales volume in the four groups of Food, General Mdse., Apparel and Drug trade outlets. On the adjoining pages are the corresponding county figures on radio families, broken down into Urban, Rural Non-farm and Rural Farm classifications.

A chart showing growth of radio sets in use is a feature of the opening pages of the book. The chart runs from 1922 to 1943, with curves on total families, total sets, radio families, "other sets" and auto sets.

The Handbook is priced at $1.50 per copy, and may be ordered direct from the NAB, at 1760 N St., N. W., Washington, 6, D. C.

PARAMOUNT PICTURES, New York, has purchased film rights to *The National Barn Dance* for a movie of the same name scheduled to go into production this month. The cast left Chicago for Hollywood Nov. 14.



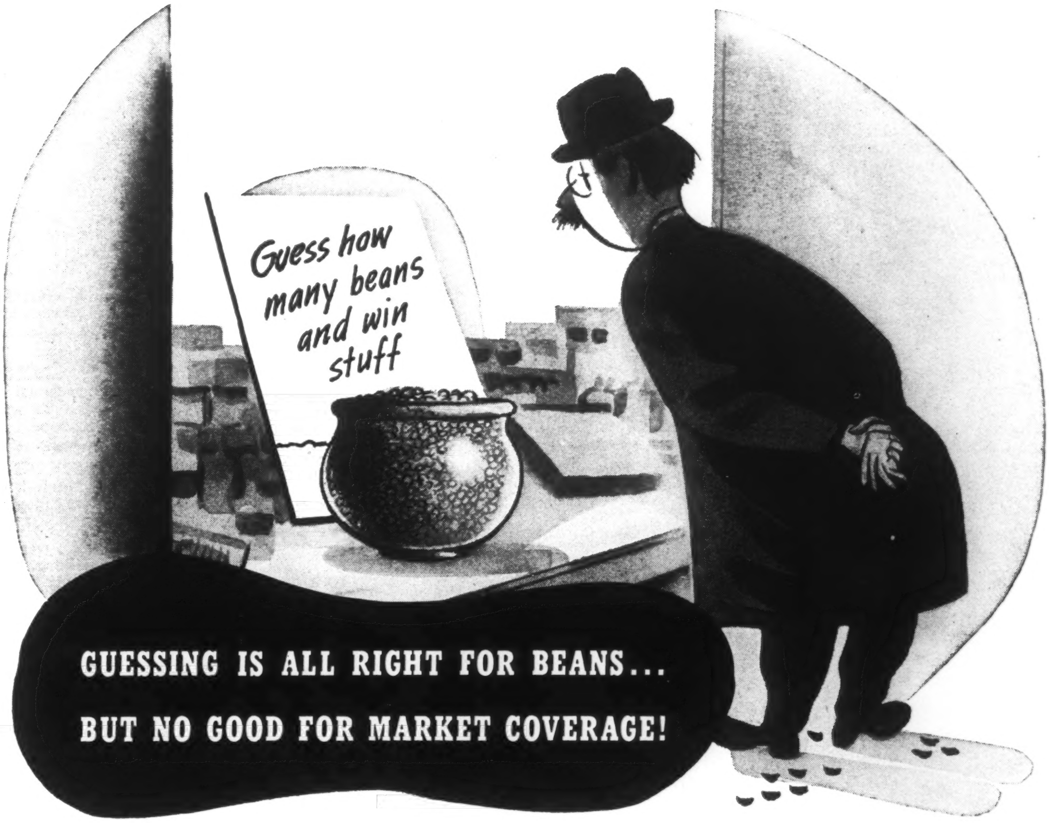
This is the first of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are unimportant markets . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

	Minot		Aberdeen	
Favorite daytime station	KFYR	86.5%	KFYR	46.9%
Favorite nighttime station	Next Station	7.6%	Next Station	25.0%
Population (1940)		16,577		17,015
Retail Sales per family (1939) (National Average—1939: $1,206)		$2,141		$2,091
Distance in miles from Bismarck		103		148

Ask any John Blair man for the complete KFYR coverage story

KFYR Bismarck
550 Kilocycles • N. Dak. • 5000 Watts


Guess how many beans and win stuff

GUESSING IS ALL RIGHT FOR BEANS... BUT NO GOOD FOR MARKET COVERAGE!

There are two ways to find out what a rich, profitable market the Pacific Coast is. You can guess . . . like Mr. Freeble in the illustration, or you can look it up in a book. The book* says: There are more than 3½ million families on the Pacific Coast, with over $13,000,000,000 to spend. A little lightning work with a pencil will show you that's $3,714 per family. And, gentle reader, that ain't hay!

You can try reaching these eager spenders with the long range, super-extra-high wattage stations. But it's our experience that this method isn't any more certain than Mr. Freeble and his bean guessing. Long range broadcasting is unreliable on the Pacific Coast. Watts aren't moles, they can't penetrate our big mountains no matter how powerful they are.

The other way to reach the Pacific Coast market—*all* the market—is to buy the network** with enough stations to give you *local primary* coverage. *Local primary coverage* is simply this: 9 out of every 10 homes on the Pacific Coast are within 25 miles of a Don Lee station. And as they say in the cigarette business, "No other brand can make that statement!" So, if you want to reach *all* the market . . . buy Don Lee.

*The book is Sales Management Annual, 1943
**The network is Don Lee

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

BEHIND the MIKE

JUNE AULICK, of the CBS press information department, is the author of an article on the technique of producing amateur theatricals, in the December issue of *Good Housekeeping*.

ROBERT WHITE, producer-director-writer in the radio and film fields for the past ten years, has joined the BLUE production staff as producer-director.

JOE SEIFERTH has received a citation from members of the Coast Guard at Manhattan Barracks, for entertainment furnished by the WJZ Victory Troop, of which he is director.

D. GORDON GRAHAM, director of program activities of WABC New York, is the father of a boy born Oct. 30.

R. D. AMOS has been appointed director of promotion of CKOC Hamilton to succeed Lloyd Westmoreland who recently joined the Royal Canadian Air Force.

MICHAEL ROY, member of the BLUE Central Division announcing staff and for the past year announcer on the Coca-Cola *Spotlight Band* program, has been transferred to the eastern division of the network.

VERNON WHITE, who was seriously injured in an auto accident some time ago, has recovered and is now back at his job as announcer at KSFO San Francisco.

WALTER R. CARLE, for two years manager of KINY Juneau, Alaska, has been appointed morning news editor of KMPC Beverly Hills, Cal.

AL SACK, Hollywood musical conductor and arranger, has been appointed BLUE Western division musical director replacing Lou Bring. Latter recently resigned to devote full time to his network and RCA-Victor assignments.

ANN HUNTER, news commentator at WAIT Chicago, was recently married to Pvt. Emanuel Rappaport of the Army.

Dennis Overseas

Mr. Dennis

FUTURE preparation of KMBC Kansas City war effort projects will profit from the trip of Gene W. Dennis, KMBC coordinator of war activities, overseas to visit active battle fronts. Mr. Dennis will also obtain material on Kansas City men for creation of locally produced programs. He left late in October and is expected to spend several weeks in the Algiers theatre. KMBC has carried at least six overseas programs a month in the last two years.

JILL STEPHENS, former director of publicity and special features of WNEW New York, and recently engaged in programming for W2XWV, DuMont television station in New York, has joined *Tune In* magazine as promotion manager.

RONNIE MATHEWS, announcer of CJOR Vancouver, is the father of a boy.

WALLY PETERS, former announcer of CJOR Vancouver, has graduated from flying school and is now a pilot officer in the Royal Canadian Air Force.

KEN BENNETT, announcer of KFI-KECA Los Angeles, has been inducted into the Army.

ALLEN STRATTON has joined the announcing staff of WAAT Newark, N. J. He had previously worked for the station in 1935.

MARTHA ANN HEATH, former announcer on the staff of WDLP Panama City, Fla., is now part time announcer of WCBI Columbus, Miss.

BERNARD HERRMANN, CBS composer and arranger, has been named symphonic conductor of the network.

HENRY J. TAYLOR, BLUE commentator, has received a 2½ months leave of absence to gather firsthand material in Europe. Replacing him is George E. Reedy.

RALPH S. HATCHER has resigned from WTAR Norfolk effective Nov. 15, to accept a foreign assignment with OWI.

HAL GILMAN, program director of WSLB Ogdensburg, New York, reports to the Army Nov. 26.

MARTHA DUNSON, of Atlanta, has joined WBT Charlotte, N. C., in charge of the UP press room. She succeeds David Brinkley.

ROD ERICKSON, formerly with John W. Loveton Inc., New York, has joined NBC as a program director, assigned to *Everything Goes*. Before joining the Loveton agency, Mr. Erickson was assistant radio head of the Lucky Strike account at Foote, Cone & Belding, New York, and had previously been at CBS.

CHARLES MILLER has joined the production department of WHO Des Moines. He formerly was program director of KFAB Lincoln, Neb., and WING Dayton, Ohio.

ED LETSON, former chief announcer of KSYL Salt Lake City, has left for the West Coast to take a position as pilot instructor.

ALLEN FRANKLIN, recently released from the Signal Corps, has joined the staff of WJHP Jacksonville, Fla. He was previously program director at KXOK St. Louis and KVOO Tulsa. He also was an actor-sportscaster on WLW Cincinnati.

HARRY BECHTEL, former free lance actor and announcer in Hollywood and more recently with the special service division, radio section of the War Department, has joined KFRC San Francisco as announcer.

YVONNE DALE, former continuity writer and program director of KHUB Watsonville, Cal., has joined the continuity staff of KLX Oakland.

In the After-Vacation Listener Survey

KSD-NBC

PROGRAMS

Continue Their Lead in "FIRSTS"

9 OF THE FIRST 12
TOP PROGRAMS
are on KSD as shown by the Hooper Poll
for the period ending October 15, continuing KSD's lead in FIRSTS since 1935.

TOP RATINGS
in the Hooper Survey
in their order follow:
★ On KSD
★ Bob Hope
★ Fibber McGee and Molly
★ Charlie McCarthy
★ District Attorney
★ Aldrich Family
Radio Theater
Walter Winchell
★ Fanny Brice and Frank Morgan
★ Bing Crosby
★ Kay Kyser
Screen Guild
★ Joan Davis and Jack Haley

Jack Benny, generally in the high list, had not been back on the air long enough to be rated.

TIME ON KSD MEANS SALES STIMULATION IN GREATER ST. LOUIS

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

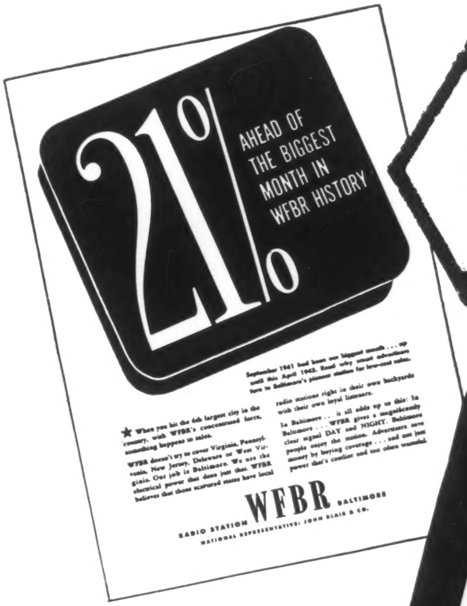
●

GUADALCANAL VETERANS

spoke their piece on rehabilitation problems

See Pages 22-23

●



21%

AHEAD OF THE BIGGEST MONTH IN WFBR HISTORY

September 1941 had been our biggest month . . . up until this April 1943. Read why smart advertisers turn to Baltimore's pioneer station for low-cost sales.

★ When you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have local radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION WFBR BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

BACK IN APRIL WE THOUGHT THIS WAS A RECORD

51% AHEAD

APRIL'S 21% AND SEPTEMBER'S 51% INCREASES WERE BASED ON SEPTEMBER 1941 WHICH WAS OUR PREVIOUS HIGH SALES MONTH

BUT . . . *LOOK WHAT HAPPENED IN SEPTEMBER*

SURE, RADIO SALES ARE UP . . . BUT LOOK WHAT WFBR DID! THE REASON: RESULTS!

It's a fact. When we looked at our sales figures for last April, we rubbed our eyes. It was hard to believe. We thought that it was one sales record that couldn't be beaten.

But look what happened in September! We reached a new high in sales. And we are mighty proud of that 51% increase because we know that it is an outstanding radio sales record.

It all goes to prove that a lot of listeners and a lot of radio-wise advertisers think WFBR is a great radio station. In fact, it is the station for you in Baltimore . . . if you want to concentrate your radio efforts on the sixth largest city in the country.

RADIO STATION **WFBR** BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

EVELYN GIBBS, formerly assistant talks director of the BBC in London, has joined the company's New York staff.

HENRY MORGAN, who made Adler shoes known to radio listeners through his humorous *Here's Morgan* program on WOR New York, is serving as m.c of the *Gloom Dodgers* on WHN New York while awaiting call to active duty in the Army Air Corps Reserve. He had left the air early this year to go into training.

ERIC WILKINSON, musical director of WIBG Philadelphia, is the father of a boy. Mrs. Wilkinson is the former Mary O'Connell, secretary to Benedict Gimbel Jr., president of WIP Philadelphia.

CHARLES COULTER DeKLYN, night manager of WIP Philadelphia is recovering from pneumonia.

GILBERT MORRIS, new to radio, has been added to the staff of WPEN Philadelphia as night announcer. He succeeds Herb Dexter, who resigned to free lance.

JAC WILLEN, formerly radio news correspondent, has joined CBS Hollywood publicity department and is assigned to trade publications.

Hill, Porter Are Added To NBC Foreign Staff

NBC last week announced the addition to its staff of foreign correspondents of two news analysts and reporters, both former members of the BLUE—Max Hill and Roy Porter. Mr. Hill, assigned to Turkey and the Middle East, was manager of the AP office in Tokyo at the time of Pearl Harbor, subsequently suffered 17 months in a prison camp. He is author of the book *Exchange Ship*,

Roy Porter will cover the war in Burma, China and India for NBC. At one time with the *Los Angeles Herald*, Porter has worked for AP, United Press and INS. In 1937, he covered the Spanish Civil War and Nazi occupation of the Sudeten. He is author of *Uncensored France*.

DOROTHY FEY, formerly in the publicity department of the Atlantic Coast Network, has joined Steve Hannagan's office in New York to work on Coca Cola radio.

ED STUDNEY, formerly with WFMJ Youngstown, Ohio, has joined the announcing staff of WOL Washington.

JIM DOWNING, former farm director and announcer for WOC Davenport, Ia., now an aviation cadet at Seymour Johnson Field, Goldsboro, N. C., is now producing *Cadet Hour*, weekly half-hour variety show originating at WGBR Goldsboro and fed to the Tobacco Network.

JACK PEVORA, former announcer at WKWK Wheeling, W. Va., has joined the announcing staff of WJLS Beckley, W. Va.

ZELDA ZINN, formerly announcer at KTSA San Antonio, Tex., has joined KVOR Colorado Springs as program director, succeeding Maxine Cooper. Bette Ann Burke is now traffic manager. Calvin Frederick, recently discharged from the Army, has returned as chief announcer and special events man.

FRANK ACOSTA and Maynard Stitt, former NBC news writers, now Marine correspondents, are in Washington awaiting assignments. Acosta has recently returned from 10 months service in Iceland and Scotland. Stitt has just completed boot training at Parris Island.

McGrath Joins WCKY

CHARLES F. McGRATH has succeeded John E. Murphy as director of publicity and newswriter for WCKY Cincinnati, L. B. Wilson, station owner, announced last week. Mr. Murphy recently left for duty in the Navy as a lieutenant (j.g.) at the Naval Air Station, Quonset Pt., R. I. Mr. McGrath was a reporter for the *Cincinnati Post* before being transferred to the *Kentucky Post*, at Covington, where he served as sports editor and assistant city editor.

ROBERT L. KENNETT, New York manager of CBS program relations division, is conferring with West Coast network and affiliate executives on programming problems.

GERRY COLSON has joined the program department of KVOD Denver.

HELEN MARIE BRENNAN has joined the staff of KYA Seattle.

LYN WILLIAMS, Army Air Corps Reserves, has resigned from the announcing staff of WWL New Orleans and will go to Randolph Field, Tex., as an instructor in aviation.

BRUCE MacDONALD, for the past year and a half news editor-in-chief and announcer of WIND Gary, is now news editor of WJW Cleveland.

EDNA S. FEE, formerly with the Holland Adv. Co., Cincinnati, has joined the continuity department of WLW-WSAI Cincinnati.

CLAIR WEIDENAAR, announcer and production manager of WOWO-WGL Fort Wayne, has left for the Navy.

JACK NORWINE, formerly of KARK Little Rock, Ark., has joined the announcing staff of KWK St. Louis.

JAY BOIVIN, formerly of WHEB Portsmouth, N. H., has joined the announcing staff of WCHS Portland, Me.

JOHN KEOUGH, formerly sports and special events director at KPO San Francisco and more recently with KFAR Fairbanks, Alaska, has joined the staff of KOMO-KJR Seattle as newscaster.

LT. (jg) HOWARD M. PAUL, former member of the continuity-publicity staff of WTMJ Milwaukee, now public relations officer at Navy Pier, Chicago, has been named publicity director for the Chicago Area Servicemen's League, sports circuit composed of eight major Army posts and Naval stations in the Chicago district.

RON RAWSON has joined the announcing staff of KMOX St. Louis. He is formerly of KSD and KXOK St. Louis.

PRISCILLA PARKER has joined the staff of WWNC Asheville, N. C.

RICHARD E. STOCKWELL, associate news editor of WCCO Minneapolis, has written an article titled "Food Will Win the Peace" for the November issue of the *Survey Graphic*.

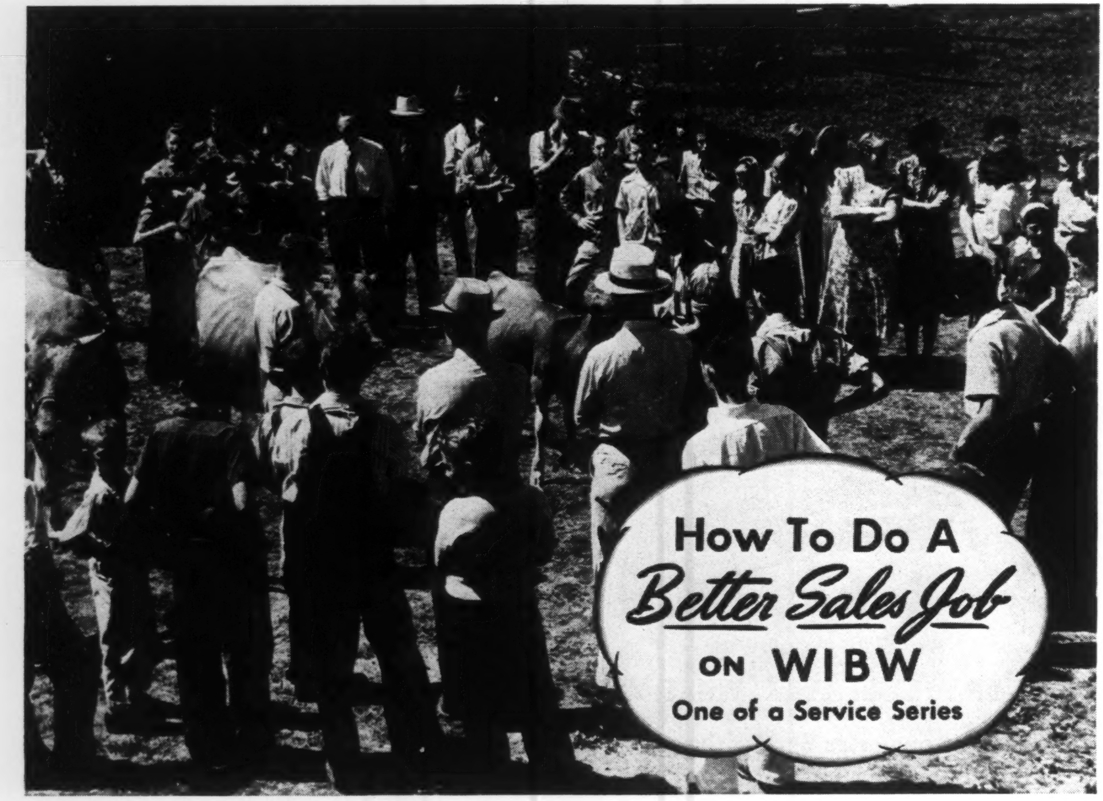
PAUL HUGES, newscaster of KTAR Phoenix, Ariz., is the father of a boy.

PAUL GRIBBEN, member of the program staff of KTAR Phoenix, Ariz., is the father of a girl.

VAL BROWNE, former announcer of KHJ Hollywood, has joined KFWB Los Angeles in a similar capacity.

HARRY VON ZELL has been assigned announcer on the CBS *Silver Theatre*, replacing Henry Charles.

ED STANTON, formerly with KFQD Anchorage, Alaska, and KFBK Sacramenta, Cal., has joined KFRC San Francisco as announcer.



This picture will help you to get even greater results from your WIBW sales messages. It shows farm boys and girls learning from experience how to judge *true* values . . . to disregard "flash" and high pressure . . . to select that which will be to their greatest eventual benefit. Trained in this manner from childhood, our listeners appreciate simple *facts* . . . honestly stated . . . which enable them to arrive at their own decision concerning your product.

Once they've made their decision, they'll be your staunchest friends . . . your steadiest customers. We *know*, because that's the way they've felt about WIBW since 1924.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

XUM

RAINBOW IN THE SKY

There is good news in the work of American laboratories. It is a reason for confidence in the war and a promise for the future.

Little is said about our scientists because they labor behind locked doors and their work is secret. But the topside of the German and Japanese armies and navies know about them. Things they do turn up at the front and make life harder for our enemies.

After the war, from these same scientists and their laboratories, will come the things that make jobs, comforts, conveniences and luxuries for the American people. They hold out prospects for good use of the opportunities victory will bring.

The Bell Telephone Laboratories, with some seven thousand workers, are among the many research groups that are devoted to winning the war.

When that is done, Bell System scientists will be back on their old job of making your telephone service, and your human contacts over the distances, easier and better than ever.

BELL TELEPHONE SYSTEM

• HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.

XUM

"SWANDERFUL!" says Gracie Allen and George Burns, Jimmie Cash and Bill Goodwin all agree. It's even better than that (if anything really could be) for Lever Brothers, but it wasn't a simple job. The completion of this successful distribution story required the combined marketing skill and background of both manufacturer and its agency Young and Rubicam.

BURNS AND ALLEN arrived for the national push, after the preliminaries. Lever Brothers through Young and Rubicam, had developed each market individually with spot radio, outdoor and display advertising and a huge sampling campaign designed to introduce the product and to stock the dealers' shelves. You'll find the story in Printers' Ink.

PRINTERS' INK began reporting this saga when Swan was just a cygnet. It followed the "sudsin' whizz" just as it follows all important selling programs, analyzing the marketing and distribution trends, so that all advertising, marketing and sales management people might profit. To reach these people, the men and women who build, approve and spend the nation's advertising budget, it is profitable to use the magazine they read, to keep informed.

FOR EXAMPLE:

At Lever Brothers, Printers' Ink has sixteen subscriptions and at Young and Rubicam, Printers' Ink has twenty-one subscriptions.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES

205 EAST 42nd STREET, NEW YORK 17, N. Y.

PAUL A. DONIGER, who recently joined the promotion department of WOR New York, has replaced Miriam Adelson, resigned, in the research section. Slater Barkentin, who left his post as commercial continuity editor to join Northeast Airlines as navigator for the Air Transport Command, has returned to WOR as night supervisor, replacing Charles Godwin, who becomes manager of Mutual station relations, southern division.

STEPHEN FRY, director of BBC programs for North America, will leave New York in several weeks for a two months' stay in London.

MARY JANE KROLL of the program department of WABC New York, has been named director of women's programs.

SIDNEY WALTON, news commentator of WHN New York, has been appointed news director, replacing George Hamilton Combs Jr., resigned.

ROBERT LEWIS, formerly with Middle East office of the American Red Cross, has replaced Jack Shaw in Australia as conductor of *Your Red Cross Reporter*, heard on Mutual.

HELEN LEE, formerly in the publicity department of the New York newspaper *PM*, has joined WMCA New York as assistant to Leon Goldstein, director of publicity and special features.

DOROTHY WAGSTAFF, new to radio, has joined the continuity staff of KDYL Salt Lake City. She replaces Mary Lou Weaver who is now writing for the Gillham Agency, Salt Lake City.

WELLS RITCHIE, assistant supervisor of publicity of the Canadian Broadcasting Corp., Toronto, is the father of a 10-lb. boy born Nov. 7.

MARCEL OUIMET, former chief editor of the Montreal news room of the Canadian Broadcasting Corp., is now in charge of French language news broadcasts prepared and presented by the CBC Overseas Unit from London.

STEVE ALLEN, former announcer-producer of KOY Phoenix, following an honorable discharge from the Army, has returned to the station.

DOROTHY FOLEY has joined the traffic and program staff of KTHS Hot Springs, Ark.

FRANKE BROWNE, former program director of WAYS Charlotte, N. C., is now program director and promotion manager of KTHS Hot Springs, Ark.

SGT. GEORGE H. WILSON, a member of the original announcing staff of WSTV Steubenville, Ohio, returns to the station on Nov. 15, having received a medical discharge from the Army.

NEAL HATHAWAY, promotion manager of WRC Washington, has returned following his honeymoon in Capon Springs, W. Va. His bride is the former Polly Hardy of Washington.

FRANK FLEMING, production manager of CJAT Trail, B. C., recently became father of a 5 lb. 11 oz. girl.

MARGARET HOMUTH of the farm broadcast department, Canadian Broadcasting Corp., Toronto, was recently married to John Thomas Baeker.

PAUL SULLIVAN, news analyst, has joined WHN New York. He was recently heard on Mutual while substituting for Raymond Clapper during the latter's European trip.

MAURICE WALLER has joined the announcing staff of WDAY Fargo, N. D. June Bolmeier has been appointed public service director.

GAMES EXCLUSIVE, MBS ANSWERS EDIT

EDITOR, BROADCASTING:

In the Nov. 8 BROADCASTING, I noticed an editorial titled "Off Side." In this editorial the Networks were gently, but firmly, panned for duplicating in the broadcasting of college football games. That football broadcasts should not be duplicated I am in the heartiest accord, but what disappointed me was that you did not realize that duplication is the very thing that the Mutual Network is trying to get away from.

For the past seven weeks, I have been doing a play-by-play description of college football on Mutual, and to date have handled but one game that was carried on another network at the same time. That was an accident. The fact, however, that the Mutual games are exclusive is not mere chance, but the result of careful planning.

Each Monday, Tom Slater, Mutual's Director of Special Features, attends a luncheon in New York with other Network heads, where is decided what games will be broadcast, and by whom. Tom stays completely out of the picture until each rival network has decided which game it will broadcast, and then he and I go to work to choose the most outstanding game that remains uncovered. This is a policy, and, as often as possible, Mutual, Tom Slater, and I will continue to give our listeners exclusive football broadcasts.

RUSS HODGES
Mutual's Sportscaster
WOL Washington

Nov. 9

New Coast Schedule

42 PRODUCTS Inc., Los Angeles, on Nov. 5 began sponsorship of Dud Williamson's *What's the Name of That Song*, quiz program on the full Don Lee Pacific Coast Network and transcribed for four stations in Arizona. Show originates at KFRC San Francisco, Fridays, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Agency is Hillman, Shane & Breyer, Los Angeles.

FUNDAMENTALS in radio repair, service and maintenance for persons preparing for radiowork in the armed forces or for reference use by practical operators are condensed in *Radio Materiel Guide*, published by McGraw-Hill Book Co., New York (242 pages, $2).

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina

VIDEO NEWSPAPER IS COMPLETE SHOW

ADAPTABILITY of television to dramatic news presentation was demonstrated Nov. 5, by General Electric Co. on WRGB, G-E station in Schenectady, before a group of editors and publishers.

Page by page, a television edition of the *Albany Times-Union*, was projected before the cameras, followed by enactment of features on each page. From page one to the comic page—even want ads and a department store advertisement —were dramatized.

The show demonstrated that television presentation of news will supplement rather than supplant the local newspaper, a view expressed by many of the newspapermen present. George O. Williams, managing editor of the *Times-Union* who supervised preparation of the material used in the demonstration, said that "the technical requirements of television with respect to coverage of news are so precise and exacting that they never, in my opinion, can supplant newspaper coverage."

The group inspected the WRGB transmitting plant and relay station in the Hedelberg mountains, where pictures from the NBC station in New York were picked up, and O. B. Hanson, NBC vice president of engineering, was addressing the tour from the studios of WNBT in New York. Dr. W. R. G. Baker, G-E vice president in charge of the electronics department, and Robert S. Peare, G-E director of publicity, spoke briefly to the newspapermen at a dinner which preceded the show.

New Glass Format

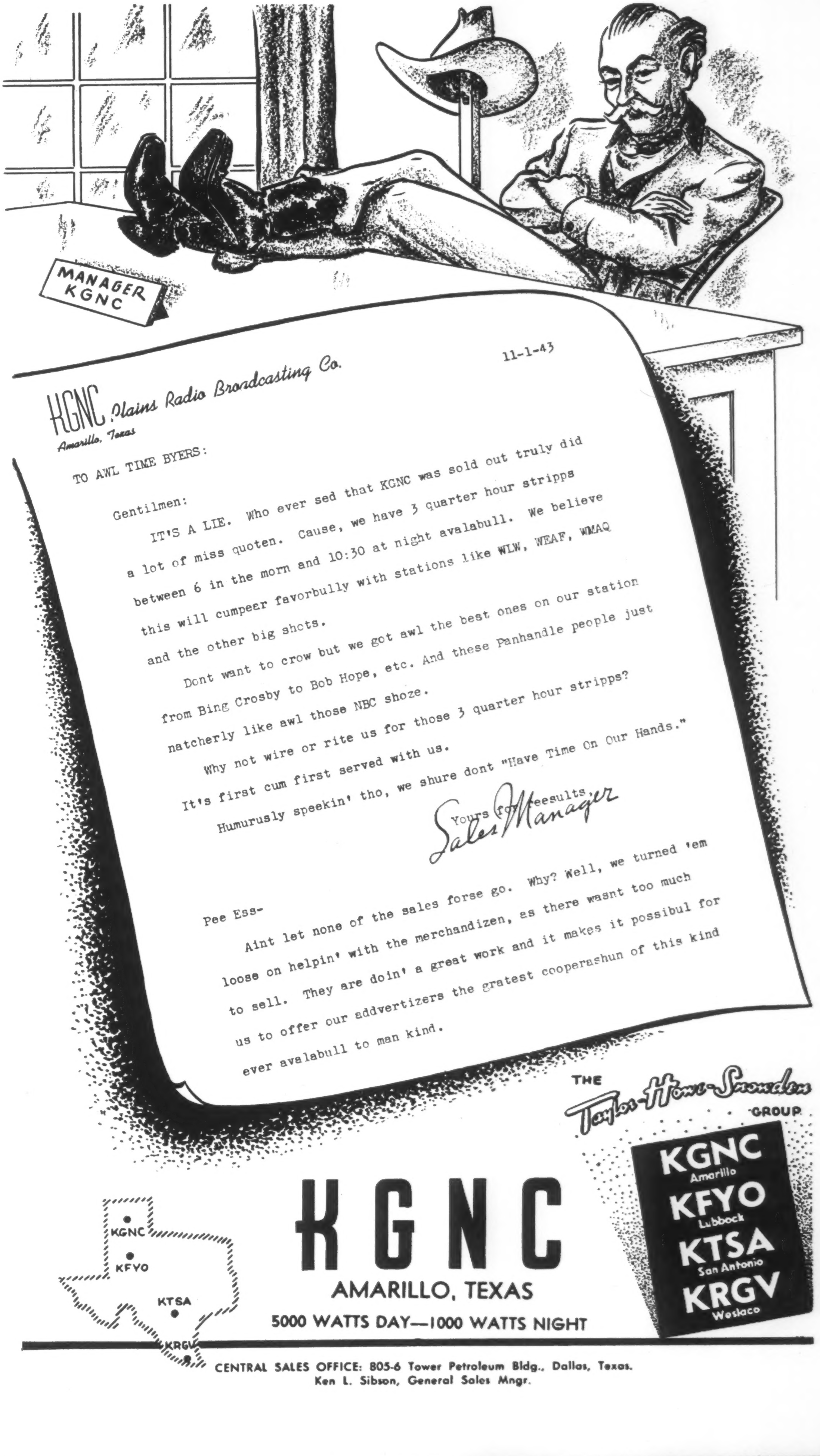
OWENS ILLINOIS GLASS Co., Toledo, which recently appointed J. Walter Thompson Co., New York, has changed the format of its five-weekly institutional series on CBS, re-titling it *Home Front Matinee*. Effective Nov. 8 the 4-4:25 p.m. series, heard on the full CBS network, became entirely musical with Allen Ross' orchestra, and Alfred Drake, star of "Oklahoma" as m.c. every day except Thursday when a guest m.c. takes over.

New Eversharp Series

EVERSHARP Inc. executives are considering a new variety program for release on BLUE stations submitted by The Biow Co. and titled *Eversharp's Listeners Digest*. The series would present a digest of the best weekly radio fare. Permanent cast would include Robert Benchley as m.c., Billy Artzt's orchestra and Ken Niles, announcer. Eversharp sponsors the weekly CBS *Take It or Leave It* with Phil Baker.

WIBC Change

INDIANA Broadcasting Corp., licensee of WIBC Indianapolis, asked the FCC last week to approve a change in ownership structure through which the corporation, owned by H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, would assign its license to a partnership composed of the same individuals.



KGNC Plains Radio Broadcasting Co.
Amarillo, Texas

11-1-43

TO AWL TIME BYERS:

Gentilmen:

IT'S A LIE. Who ever sed that KGNC was sold out truly did a lot of miss quoten. Cause, we have 3 quarter hour stripps between 6 in the morn and 10:30 at night avalabull. We believe this will cumpeer favorbully with stations like WLW, WEAF, WMAQ and the other big shots.

Dont want to crow but we got awl the best ones on our station from Bing Crosby to Bob Hope, etc. And these Panhandle people just natcherly like awl those NBC shoze.

Why not wire or rite us for those 3 quarter hour stripps? It's first cum first served with us.

Humurusly speekin' tho, we shure dont "Have Time On Our Hands."

Yours for Reesults,

Sales Manager

Pee Ess-

Aint let none of the sales forse go. Why? Well, we turned 'em loose on helpin' with the merchandizen, es there wasnt too much to sell. They are doin' a great work and it makes it possibul for us to offer our addvertizers the gratest cooperashun of this kind ever avalabull to man kind.

THE Taylor-Howe-Snowden GROUP

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

KGNC
KFYO
KTSA
KRGV

KGNC
AMARILLO, TEXAS
5000 WATTS DAY—1000 WATTS NIGHT

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

Church Series on WMCA

WBNX New York is now carrying Father Justin's *Rosary Hour*, a Catholic Church commercial program originating at WBNY Buffalo, in the Sunday 5 p.m. period. Broadcasts are in Polish.

A 12-WEEK campaign in all Manhattan daily papers is being conducted by NBC in behalf of the New York outlet, WEAF. Campaign is placed by Foote, Cone & Belding. New York, which has relinquished the account. Phrase-theme is "660 on Your Dial . . . the Showcase of NBC".

In Kansas City

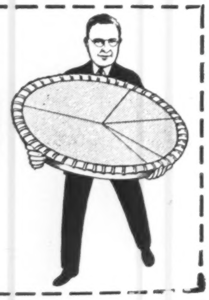
the Swing

is to WHB

THE HUNTING'S GOOD in Kansas City this season, for smart advertisers who use WHB... Hooper's August-September report, issued October 21, definitely proves "the swing is to WHB" as we enter the fall-winter season with more audience, more sponsors and *more results per advertiser* than ever before. At WHB's low rates, "Your Mutual Friend" is certainly the buy for the Kansas City area! We've some good availabilities left, too: chain break; minute e. t.; 5 or 10-minute shots; quarter-hour strips across the board. Ask for details.

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas



FREE!

DONALD'S THANKSGIVING PIE-CHART!

Let me struggle up to your desk with some nice, fresh, new pie-charts based on Hooper's Summer Survey of Kansas City—charts that show what's what out here in the Middle West nowadays. Just 'phone, wire or write

DON DAVIS

KANSAS CITY • Scarritt Building • HArrison 1161
NEW YORK • 507 5th Avenue • VAnderbilt 6-2550
CHICAGO • 333 North Michigan • CENtral 7980
LOS ANGELES • Security Building • MUtual 6660

Radio Advertisers

MEM Co., New York, has named John W. Loveton Inc., New York, to handle advertising for its toilet products. On Nov. 10 the firm entered radio for the first time with 13-week test on WQXR New York using ten one-minute transcribed announcements weekly.

WALTER T. FITZPATRICK, an executive in the grocery products division of Borden Co., New York, has been named director of sales of this division, replacing Arthur M. Ramsdell, also Borden vice-president, resigned. Sam Thompson, who has been with Borden since 1928, and who has also served in the grocery products division, has been appointed assistant sales director and general sales manager of the division.

BLOOMINGDALE's New York, has replaced *Women and the War* on WQXR New York with *Such is Life*, a humorous and philosophical commentary by Angelines Dougherty, the department store's fashion director. Program continues on a thrice-weekly quarter-hour basis in the 9 a.m. period. Business placed direct.

N. SNELLENBURG & Co., Philadelphia department store, has scheduled radio for the first time on a regular basis in signing a 52-week contract with KYW Philadelphia for a daily transcribed serial. The 52-week contract was placed by Seberhagen Inc., Philadelphia agency.

PETER DOELGER BREWING Co., New York, has named J. M. Mathes Inc., New York, to handle its advertising. Spot radio has been used in the past.

JOHN EICHLER Brewing Co., New York, is sponsoring for second consecutive year the home games of the New York Rangers in the National Hockey League. Broadcasts are exclusively on WHN New York, weekdays at 9:30 p.m. and Sundays at 10 p.m. Agency for Eichler beer is Geare-Marston Inc., New York.

C. M. LEWIS, vice-president and general manager of Brown & Williamson Tobacco Corp., has returned to his Louisville, Ky., headquarters following inspection of the firm's Hollywood-originating network programs.

ELIZABETH ARDEN of Canada Ltd., Toronto, (cosmetics) on Nov. 15 starts transcribed announcements for local dealer sponsorship on about 25 Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

STAMBAUGH - THOMPSON Co., Youngstown, Ohio, hardware department store, has renewed sponsorship of its *News at Noon* program on WKBN Youngstown. Program is heard five-times weekly.

DETROLA CORP., Detroit, manufacturer of radio and electronic products, has named Zimmer-Keller Inc., Detroit, to handle national advertising for the concern.

BLACK AND WHITE Department Store, Memphis, Tenn., now sponsors on WHBQ the Saturday night *Down on the Farm* hillbilly program. Commercials are aimed to explain reasons for drop in quailty of merchandise and service because of the war.

CHURNO FOOD PRODUCTS, Hollywood (butter substitute), placing direct, in a test campaign on Oct. 25 started using five participations weekly in *Kitchen College* on KFWB Los Angeles. Contract is for 13 weeks.

FOND HOUSEHOLD CLEANER, Los Angeles, new to radio, in a test campaign on Nov. 8 started for four weeks using daily participation in *Polly & Pat* on KPAS Pasadena. Agency is Raymond R. Morgan Co., Hollywood.

CLEVELAND GRAPHITE BRONZE Co. has begun sponsorship on WHK Cleveland of a daily news commentary by Sheelah Carter.

GENERAL FOODS CORP., New York, has appointed Benton & Bowles, New York, to handle all advertising for Gaines Dog Food, beginning in 1944.

EMPORIUM DEPT. STORE, Jackson, Miss., has signed for five weekly sponsorship of the BLUE cooperative *Dick Tracy* on WSLI Jackson.

NORTHEAST AIRLINES, Boston, has appointed M. H. Hackett Co., New York, to direct its advertising.

WONDER BAKERIES Ltd., Toronto (Peter Pan bread) has expanded its transcribed *Peter Pan Adventures*, which started recently twice weekly on CFRB Toronto, to a number of other Ontario stations. Account was placed by J. J. Gibbons Ltd., Toronto.

W. K. BUCKLEY Ltd., Toronto, (cough syrup) has started half-hour weekly variety broadcast *Le Tourbillon de la Gaite* on CKAC Montreal from the stage of the Chateau Theatre. Account was placed by Walsh Adv. Co. Ltd., Toronto.

CHICAGO DAILY NEWS-Blackhawk Hockey Club, Chicago, on Nov. 4 began sponsorship of play-by-play and resume of hockey games played by the Chicago Blackhawks on WIND Gary, Ind., for their 1943-44 schedule of 25 Chicago contests. Placed direct.

ALLEN B. WRISLEY Distributing Co., Chicago (Olivilo Soap), on Nov. 7 began sponsorship of *Song Souvenirs*, a weekly series of transcribed music five minutes each Sunday on WGN Chicago. Contract is for 52 weeks. Agency is George H. Hartman Co., Chicago.

Ohioans spoke their piece on whose job it is to see that America gets

ADEQUATE HOUSING

See Pages 22-23

Agencies

JULIUS MIREL, with Abraham & Straus, Brooklyn department store, for the last ten years, has joined Morton Freund Adv., New York. Betsy Hatch, formerly with Macy's, New York department store, and William Esty Co., has joined Freund to handle women's accounts, and Harold Labow, formerly of Green-Brodie, has been named production manager, post previously held by Fred Shacter, now in the Army.

THE RADIO BUREAU established last August under the direction of Jack Adams by W. Colston Leigh Inc., New York, talent agency, has entered the radio production field with a packaged comedy show on the BLUE titled *The House on Q Street.* Mr. Adams was formerly vice-president of the Texas State Network.

CARL POST, head of the publicity firm bearing his name, and publicity director of the War Production Board's Eastern waste paper campaign, has been retained to handle publicity for WBNX New York.

RODERICK W. CLASSEN, formerly manager of advertiser's service on *Traffic World*, has joined the Evans Assoc., Chicago, as assistant director of research and media department.

JEROME B. TAFT has been elected vice-president of the Richard A. Foley Advertising Agency, Philadelphia.

RUFUS CHOATE, vice-president and account executive of Donahue & Coe, New York, has received a leave of absence from the agency to join the Naval Reserve as a lieutenant (jg).

HERBERT PECK, executive vice-president of Hazard Adv. Co., New York, has been named president, Joseph L. Boland, account executive, has been elected vice-president.

JOHN MALONE Jr. with J. Walter Thompson Co., New York, 14 years, has joined Geyer. Cornell & Newell, New York, as account executive.

GEORGE C. BACKUS, formerly commercial manager of WSRR Stamford, Conn., and previously associated with the Arizona Network, has joined the radio department of Kenyon & Eckhardt, New York.

WILLIAM J. BATTERBERRY, with Procter & Gamble 15 years, has joined Erwin, Wasey & Co., New York, as executive vice-president.

GEORGE C. HOSKINS Associates, Chicago, announces that headquarters of its client, the Voice of Prophecy Inc., is Washington, D. C., instead of Los Angeles, Cal., and that the account is handled out of the agency's Chicago and not Glendale, Cal., office.

O. WILLIAM GOES, vice president of Benson & Dall, Chicago, and John R. Tyson, radio director of the agency, are now associated with United Advertising Co., Chicago.

Covers Atlanta at LOWEST Cost!

WATL
ATLANTA
MBS 1400 KC

SPOT
Represented by SALES

After the War

FIVE years after the war, predicts a chart by the Electronics departments of GE, the ratio of standard broadcast stations to FM stations will be 750 to 500. There are now approximately 900 AM to 53 FM stations.

LOUIS (Studs) TERKEL, honorably discharged from the army with a Sergeant's rating, has joined Arthur Meyerhoff & Co., Chicago, as a script writer.

HOLLY SHIVELY, formerly director of sales and research for John Blair & Co., Chicago, and previously director of radio for Lord & Thomas, has joined Ruthrauff & Ryan, Chicago, as radio copy chief, replacing Catherine Haynie, who has joined Blackett-Sample-Hummert, Chicago.

GEORGE C. HOSKINS Assoc., Chicago, effective Jan. 1, 1944, will open offices for Central America at Apartado 50, General Peraza, 3d & F Streets, Havana, Cuba, with R. M. Whitsett as representative, and will establish an office at Pino 3801 Buenos Aires, Argentine, for South America, with L. H. Lindbeck as representative.

HERSCHEL DEUTSCH has resigned from the Joseph Katz Co. to become executive radio director for Grey Adv. Co.

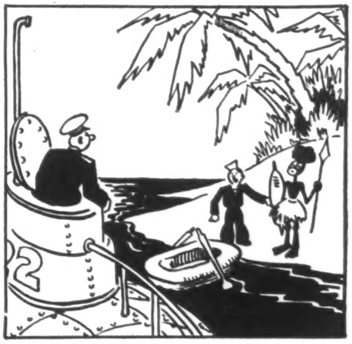
WILLIAM A. FRICKE, former assistant secretary of the American Assn. of Advertising Agencies, has joined McCann-Erickson, New York, as a space buyer.

E. W. FEDERER, former director of the media departments of Blackett-Sample-Hummert, J. Stirling Getchell, and Geyer, Cornell & Newell, has been named assistant media director of Compton Adv., New York.

FREDERICK G. BERNER, formerly with the A. C. Nielson Co., New York, succeeds Jack Ross as assistant to H. W. Roden, president of Harold H. Clapp Inc. (baby foods). Mr. Ross resigned to join Arthur Kudner Inc.. New York.

JAMES J. COCHRAN, formerly account executive of Campbell-Ewald Co., Eastern division, New York, has joined Arthur Kudner Inc., New York, as account executive. Lloyd B. Myers, advertising executive and art director, goes to the new San Francisco office.

JULES CLYDE GERDING, formerly with Roche, Williams & Cunnyngham, and Stack-Goble Adv., has been named executive vice-president of Jones & Brakeley, New York, replacing James D. Webb, vice-president and general manager, who has joined the contact department of Young & Rubicam, New York. Mr. Gerding's duties include radio.



"He says he's a WFDF Flint listener—but this don't look like Michigan to me."

WILLIAM R. MATHEWS, formerly production manager of Salley & Collins Printing Co., New York, has joined Philip J. Meany Co., Los Angeles agency, in a similar capacity. He succeeds Ray Clinton, now in the Coast Guard.

EDITH IVEY, formerly of Hillman-Shane-Breyer Inc., and Lucy Barnes have been appointed account executives of John H. Riordan Co., Los Angeles.

IRWIN ALLEN has been appointed radio director of Eugene F. Rouse & Co.. Los Angeles agency.

HELEN F. BOND, formerly space buyer, radio director, time and talent buyer of Cowan & Dengler, New York, has joined the media department of Buchanan & Co., New York.

SHERMAN S. M. LURIE, radio time buyer of H. C. Morris & Co., New York, has entered the Army.

ANNA F. SCHNEIDER, formerly in the Latin-American division of J. Walter Thompson Co., New York, has joined Irwin Vladimir & Co., New York, as assistant to Irwin Vladimir, president.

GORDON GROSS, former copy chief of Joseph Katz Co., Baltimore, has joined the creative staff of the newly re-organized agency, Walter M. Swertfager Co., New York. He was previously assistant to the director of the CBS commercial program division, and has been with Gardner Adv., New York.

LYNN B. CLARKE. account executive with Free & Peters, New York, has been elected vice-president in charge of the New York office of the Caples Co., replacing Albert Woodley, who has resigned to open his own advertising agency.

(*Continued on page 51*)

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S
WAVE
N. B. C.
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW San Francisco

Barker Food Products Co., Los Angeles (Barker's soups), 5 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Acme Breweries San Francisco, 2 *sp* weekly, 13 weeks, thru Brisacher, Davis & Van Norden San Francisco.
7-Up Bottling Co., San Francisco (beverage), 4 *sa* weekly, 52 weeks, thru Rhoades & Davis San Francisco.
B. Cribari & Sons, San Francisco (wines), 9 *sa* weekly, 52 weeks, thru J. H. Diamond & Co., San Francisco.
Consolidated Royal Chemical Co., Chicago (shave cream), 6 *ne* weekly, thru Arthur Meyerhoff & Co., Chicago.
L. Riznik & Son San Francisco (uniforms), 1 *sp* weekly, 52 weeks, thru Western Radio Productions San Francisco.

WRC Washington

Curtis Publishing Co., Philadelphia (*Satevepost*), 3 *ne* weekly, 13 weeks, thru MacFarland-Aveyard Co. Chicago.
Lever Bros. Cambridge Mass. (Spry), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J. (Palmolive Shave Cream), 5 *sa* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Yager Liniment Co. Baltimore, 3 *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Durham, N. C.

WABC New York

Spratt's Patent Ltd. Newark, (dog foods), 3 *sa* weekly, thru Paris & Peart, N. Y.
Seeck & Kade, New York (Pertussin), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Piso Co., Warren, Pa. (Piso Cough Syrup), 3 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

WIND Gary

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 18 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Esquire Publications, Chicago (*Coronet*), 36 *sa*, thru Schwimmer & Scott Adv. Co., Chicago.

KYW Philadelphia

F. G. Vogt & Sons, Philadelphia (meat packers), 1 *sp* weekly, for 52 weeks, thru Clements Adv., Philadelphia.
Hershel California Fruit Products Co. (tomato paste). 1 *sa* weekly, for 10 weeks, thru E. L. Brown, Philadelphia.
Link Aviation Devices, Binghamton, N. Y., 1 *ta* weekly, 10 weeks, thru Craven & Hedrick, N. Y.
Fanny Farmer Candy Shops, Rochester (candy), 3 sa weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Freihofer Baking Co., Philadelphia (bread), 1 *sa* weekly, 46 weeks. thru Richard A. Foley Adv., Philadelphia.
Maine Development Commission (potatoes), 3 *sa* weekly, 13 weeks, thru Brooke, Smith, French & Dorrance, N. Y.

KFAR Fairbanks

Gospel Broadcasting Assn. Los Angeles (religious), *t* weekly, thru R. H. Alber Co., Los Angeles.
Avoset, San Francisco (canned cream), 7 *sa* weekly. thru Botsford, Constantine & Gardner, San Francisco.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert), 2 *sa* weekly, thru Wm. Esty & Co., N. Y.
Seattle Fur Exchange Seattle, 3 *ne* weekly, 52 weeks, thru Milne & Co., Seattle.
Alaska Steamship Co., Seattle, 3 *ne* weekly, 52 weeks, thru Beaumont & Hohman, Seattle.

WMAQ Chicago

Research Des-Tex Corp., Miami, Fla. and Evanston, Ill. (dry cleaner and foam rug shampoo), 6 *t* weekly, 13 weeks, thru Earl Ludgin Co., Chicago.
Lambert Pharmacal Co., St. Louis (Listerine), 2 *ta* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
Balaban & Katz Corp., Chicago (Paramount's *So Proudly We Hail*, 7 *sa*, five days, thru M. M. Fisher Associates.

WQXR New York

Gambarelli & Davitto, New York (wines), 6 *sp* weekly, 52 weeks, thru De Biasi Adv., N. Y.
Old Dutch Mills, New York (coffee), *sa*, 52 weeks, thru Peck Adv., N. Y.
Ward Baking Co., New York (Tip Top Bread), 6 *ne*, 6 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
B. Altman & Co., New York (department store), 3 sp weekly, 52 weeks, thru Kelly, Nason Inc., N. Y.

WOR New York

L. E. Waterman Co., New York (pens, pencils, ink), 3 *ne* weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark, N. J.
National Oats Co., Cedar Rapids, Ia. (3-minute Oat Flakes), *sa*, 13 weeks, thru Irwin Vladimir & Co., N. Y.

KTHS Hot Springs, Ark.

Chattanooga Medicine Co., Chattanooga (Black Draught), 5 *ta* weekly, thru Nelson Chesman Co., Chattanooga.
Voice of Prophecy weekly *t* 52 weeks, thru George C. Haskin Assoc., Chicago.
Consolidated Drug Trade, Chicago (Peruna and Kolor-Bak), 6 *sp* weekly, thru Benson & Dall Adv., Chicago.
Beeman's Labs, Atlanta, 3 *ta* weekly, 26 weeks, thru Harvey-Massengale Co., Atlanta.
Block Drug Co. Jersey City (Gold Medal capsules), 10 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Shuptrine Co., Savannah (Tetterine) 3 *ta* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.

WHO Des Moines

Mantle Lamp Co., Chicago (Alladin Lamp), *t weekly*, 13 weeks, thru Presba, Fellers & Presba, Chicago.
De Pree Chemical Co., Holland, Mich. (medical and toilet preparations), *sp* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Fitzpatrick Bros. Chicago (Kitchen Klenzer), 3 *ta* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.
Cargill Inc., Minneapolis (livestock feeds), 2 *sa* weekly, 26 weeks, thru Olmsted & Foley, Minneapolis.
Schulze & Burch Biscuit Co., Chicago (crackers), 34 *ta*, thru Reinke, Ellis, Younggreen & Finn, Chicago.

WIRE Indianapolis

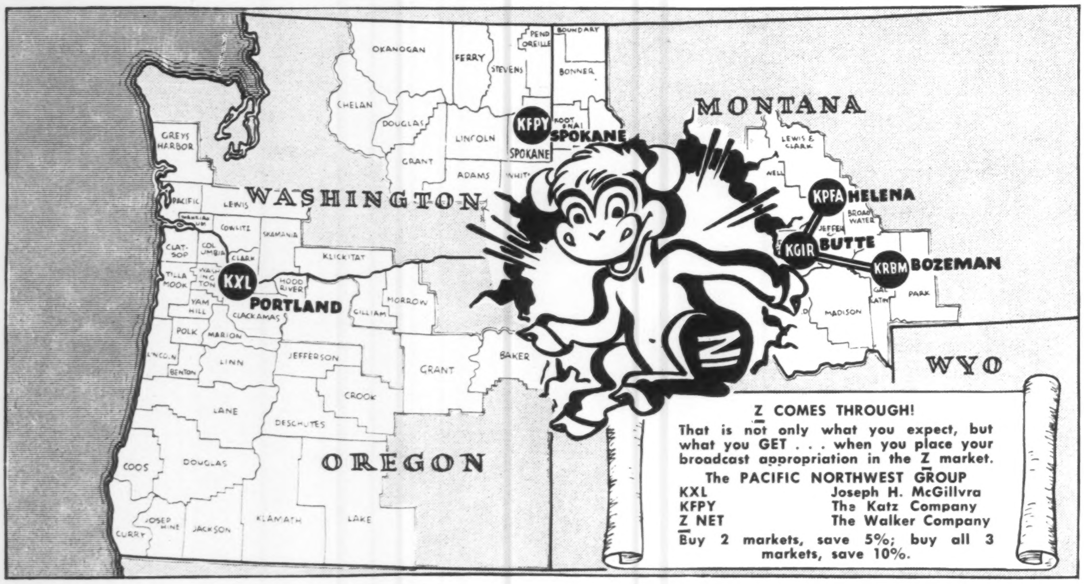
Paul F. Beich Co., Bloomington, Ill. ("Pecan Pete"), 52 *ta*, thru Arthur Meyerhoff, Chicago.
Piso Co., Warren, Pa. (cough syrup), 26 *t*, thru Lake, Spiro, Shurman Adv., Memphis.
Robertshaw Thermostat Co., Youngwood, Pa. (thermostats), 6 *sa* weekly, 13 weeks, thru Hixson-O'Connell Adv., N. Y.
Skinner Mfg. Co., Omaha (Raisin Bran cereal), 3 *ta* weekly, 52 weeks, thru Ferry-Hanly Co., Kansas City.
Waste Paper Consuming Industries (paper campaign), 52 *ta*, thru Olian Adv. Co., St. Louis.

CKWS Kingston, Ont.

W. C. MacDonald Inc., Montreal (tobacco), 104 *ta*, thru Stanfield & Blaikie, Montreal.
Commercial Alcohols, Montreal (anti-freeze), 30 *ta*, thru McConnell Eastman Co., Montreal.

WDRC Hartford

Father John's Medicine Co., Lowell, Mass., 6 *t* weekly, thru John W. Queen Agency, Boston.
Briggs Co., Cambridge, Mass. (H. B. cough drops), 2 *sa* weekly, thru Horton-Noyes Co., Providence.



Z COMES THROUGH!
That is not only what you expect, but what you GET . . . when you place your broadcast appropriation in the Z market.
The PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

McCANN-ERICKSON STUDIES AIR COPY

McCANN-ERICKSON is making a study of radio copy, some results of which will be released to the industry, according to Marion Harper Jr., head of the agency's copy research division.

Method is that used in studying newspapers and magazines, media upon which the division has concentrated since its organization five years ago. The project will attempt to isolate specific success elements from the standpoint of audience enjoyment and sales.

Dr. Hans Zeisel and Dr. Herta Herzog have joined the research staff which is expanding its work. Dr. Zeisel was associate director of the Institute of Psychological Research at Vienna U. and since his arrival in this country has served with the Office of Radio Research, Columbia U.; the Market Research Co. of America; Rutgers U., and with Benton & Bowles, as research consultant.

Dr. Herzog, wife of Dr. Paul Lazarsfeld, director, Office of Radio Research, has worked in that branch of Columbia and has served as research consultant for DuPont.

Chicago FM Outlet

MOODY BIBLE Institute, Chicago, dedicated its new FM station, WDLM, in ceremonies early this month. Dr. Will H. Houghton, president of Moody Institute, and Dean H. Coleman Crowell, vice-president and station manager, presided. WDLM, one of the five FM stations in Chicago area, after operating for some time on an experimental basis is now on a regular schedule from 11 a.m. to 6:15 p.m. and from 8-10 p.m. weekdays. It begins its Sunday broadcasting at 8 a.m. Now limited to 1,000 w, WDLM plans to become a 50,000-w station after the war.

Federal Speakers Listed At Stephens Air Session

SECOND annual Wartime Regional Radio Conference at Stephens College, sponsored by the Assn. for Education by Radio, Nov. 19-21, will include speakers representing all networks, and major Government agencies concerned in postwar radio problems.

Some of the speakers scheduled by Sherman P. Lawton, director of radio and visual education at Stephens, are Maj. R. P. Foster, British Army Staff, Washington, and member of the Joint Liaison Committee; Edward Tomlinson, BLUE Network expert on Latin American affairs; Willard D. Egolf, assistant to Neville Miller, president of the NAB; Robert L. Shayon, research analyst in postwar radio for CBS; Maj. Harold W. Kent, War Dept.; Mme. Wellington Koo, wife of the Chinese ambassador to Great Britain.

Several network and local broadcasts will originate from the conference, including Mr. Tomlinson's Saturday evening commentary; the *Northwestern Reviewing Stand* over Mutual; and programs by Nancy Grey WTMJ-W55M Milwaukee, and Jane Foster, director of women's programs, KXEL Waterloo, Ia.

Agencies

(Continued from page 49)

MAURICE BARRETT, of WHN New York, joins Harry S. Goodman Radio Productions, New York, Nov. 22.

WALTER B. MARTIN, formerly with Ruthrauff & Ryan, Chicago, and Paul V. Fitzgibbon, formerly with Schipper Assoc., Detroit, have joined the copy staff of Gardner Adv., St. Louis.

HENRY FLARSHEIM, former manager of the Chicago branch of the Al Paul Lefton Co., Philadelphia, has joined the Phil Gordon Agency, Chicago, as vice-president and account executive.

LLOYD COULTER, vice-president in charge of radio of McCann-Erickson, New York, is on a tour of branch offices, and plans to return to New York Nov. 26.

GERTRUDE P. GENTZEL, of the radio department of McCann-Erickson, has been named assistant timebuyer.

GRANT CHAMBERLAIN, of the *Vogue* magazine Chicago office, has been named head of the new office of Abbott Kimball Inc., opened last week in the Merchandise Mart, Chicago. Kimball will handle fashion magazine and other national advertising for Marshall Field & Co. and other retail stores.

CHESTER GIERLACH, formerly an assistant director at CBS, has joined BBDO, New York, to direct the CBS Squibb program under the supervision of Dave White.

ROBERT I. PREIS, formerly advertising manager of Orange-Crush Company, has joined the publicity and merchandising department of Blackett-Sample-Hummert, Chicago.

ARTHUR MEARES, formerly of Shieffelin & Co., New York (liquors, furniture polish), has joined Compton Adv., New York to do merchandising and sales promotion work on American Home Products.

JOHN GORDON, program supervisor in the radio department of Compton Adv., New York, is on the West coast for several weeks.

GERTRUDE BLAIR, formerly food consultant and copy writer of Charles W. Hoyt Co., New York, has joined Publicity Associates, New York.

ERNEST W. EVERSZ, copywriter, has left the J. Walter Thompson Co., Chicago, to join Henri, Hurst & McDonald, Chicago.

BILL LOTZ, formerly on the advertising staff of Wilson & Co., Chicago, and previously associated with the Erla-Sentinel Radio Co., Evanston, Ill., has joined the Burton Browne Adv. Co., Chicago, as an account executive. Harry Horan, formerly creative director at Montgomery-Ward, Chicago, is now art director for the agency.

LOGAN & ARNOLD, Los Angeles agency, has established branch offices at 500 Fifth Ave., New York. Van Davis has been appointed manager.

COAST WESTERN ADV. Agency, Los Angeles, has moved to larger offices at 823½ W. Pico Blvd. Telephone is Prospect 2988.

POPULARITY!

It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.

WSGN

Coverage-Popularity
Call Headley-Reed

Affiliated With
The Birmingham News
THE BIRMINGHAM AGE-HERALD

Law Geared to Post-War Urged

(Continued from page 9)

munications legislation for the first time during the current hearings Mr. Paley on Tuesday read a prepared statement (see page 11), in which he offered several recommendations. Chief of these was a plea that should Congress deem regulations necessary, such regulations should be written into the law and not left to the discretion of the FCC. Other recommendations included:

Elimination of Section 311, present law, which embodies anti-trust provisions; taking from the FCC the control of business practice and program traffic, contending that the two are "indivisible"; taking from the Commission the responsibility of making rules and regulations to carry out "fairness" practices on the grounds that "temptation is most likely to beset a politically appointed agency"; appeal to the courts from FCC decisions which broadcasters feel are unfair; prosecution of alleged violations in the courts and not by the FCC.

Government Radio Seen as the Issue

Tuesday's session was marked by spirited questionings from virtually every senator present, indicating their keen interest in broadcasting. Declaring that the Frankfurter decision "ranged far beyond the business problems the (network) regulations created," Mr. Paley declared that "May 10, 1943 marked for American broadcasting the end of one world and the beginning of another".

He denounced the FCC regulations as "unsound and destructive" but said the "core of the problem lies much deeper than that".

"The question raised in the Supreme Court decision and the question which is squarely before Congress today is simply this: Do the American people want the Government to have the power to tell them what they can hear on the air?" commented Mr. Paley. "I am firmly convinced that Congress never intended any such result. Nor do I believe that the American people want a radio system which in all its elements is under the ultimate

"IT'S ALWAYS ON YOUR DIAL"
0 710 770 880 930
WEAF WOR WJZ WABC WPAT
WPAT
ON YOUR DIAL AT
93

During the next 13 weeks . . . the New York and New Jersey listening public will become even more WPAT conscious through consistent advertising in the . . .

NEW YORK TIMES
NEW YORK WORLD-TELEGRAM
NEWARK NEWS
PASSAIC HERALD-NEWS
PATERSON CALL

Sell your clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT
PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

LOCAL NEWS
KST Pete

JUST ONE OF THE HOME-TOWN BOYS

Minnesota farmers and townsfolk look to their home-town newspapers for the intimate, vital news of friends and relations, of local events, and world activities.

These are the newspapers that are read from cover to cover and back again, that play a tremendously important part in shaping public opinion and forming the ultimate destinies of America. (Surveys show that country newspapers have the highest readership of printed advertising.)

By advertising regularly in 344 of these local papers throughout the state, KSTP is maintaining local contact with its host of rural friends, thus adding greatly to the plus-value you get when you sell via this powerful, popular station.

This local promotion is just one reason for KSTP popularity with the Minnesota farmers. Here are other features of our continuous audience-building promotion:

1. Big ads in The Farmer (Minnesota farm circulation 147,000)
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers
3. Personal appearances of KSTP's Barn Dance Group in Minnesota towns
4. "On the Minnesota Farm Front" (column by Harry Aspleaf, KSTP's Farm Service Director) carried weekly by 81 country papers
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers

Today KSTP is not only a "local station" in the rich Twin City market but also in almost every small town and rural village in prosperous Minnesota. Everywhere, KSTPete is rapidly becoming just one of the home-town boys!

50,000 WATTS
Clear Channel

Exclusive NBC Affiliate for the Twin Cities.

KSTP
MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry and Company

control of a small bureau of men with seven-year appointments."

Senator Wheeler (D-Mont.) interrupted to ask how many stations have lost their licenses because of program content. When Mr. Paley answered "two or three" and Senator Wheeler asked if he thought the Commission was wrong, the CBS president said:

"The Commission was wrong in asserting that power but I think it was a good thing that those stations went off the air. I'd rather have two or three or maybe 15 stations go wrong than to have one Commission control all 900—in some cases one man."

"Then you think they were wrong in revoking the licenses?" asked Senator Wheeler.

"I think," said Mr. Paley, "it's dangerous to have a Commission with that authority." Senator Hawkes (R-N. J.), who has taken an active interest in the hearings, asked of Mr. Paley:

"Don't you think the policy should be suspension or some penalty other than cancelation of license?" Mr. Paley said he thought it should be, but added: "Just as soon as the authority is given to anyone, it's awfully hard to control that authority."

Some discussion followed, by Senators Tunnell (D-Del.) and Shipstead (R-Minn.) regarding whether the Supreme Court "granted" the Commission authority or interpreted the law to mean that such authority should be granted. Senator Shipstead remarked:

"Of course the Supreme Court is not exactly infallible." Discussion as to the FCC's self-appointed powers to enforce the Anti-Trust laws as the Commission interprets them, brought from Senator Brooks this query:

"Is it your thought that radio stations be brought under the same restraints as newspapers—such as libel?" Mr. Paley held that radio, as any other business, should be governed by the laws of the land. Senator Ellison D. (Cotton Ed) Smith (D-S. C.) injected some humor into the hearings when he said: "I thought you said radio is liable for criticizing the opinion of the court." Senator Wheeler promptly cracked: "If they were I'd be in jail".

Wheeler Sees Distinction Between Business, Programs

Resuming his prepared statement, Mr. Paley said S. 814 "goes a very long way in giving to radio the protection it needs and should have". He urged, however, that the language of Section 8, which prohibits FCC control of programs, be strengthened. "I want to invite your most serious attention to a new threat which has developed here, before you, in the last few days," he went on, recalling that Chairman Fly had distinguished between programs and business practices.

"The Chairman of the Commission stated he had no desire to control programs," said Mr. Paley. "He wished only to control the business practices of radio."

"I think there's a distinction between the contents of programs and business practices—a vast difference," interposed Senator Wheeler.

"I can't see where business practice wouldn't affect program practice," replied Mr. Paley. Senator Wheeler said "one involves free speech, the other possibly doesn't."

"What you want to be able to say is 'You can only take our programs'," Senator Wheeler continued. The Senator expounded his previously expressed views, that a non-network station should be able to take a network program if it so desired.

Mr. Paley brought up the World Series broadcasts, which Mutual has aired exclusively for several years. "For years we have regarded baseball as a national sport," he said, "one which should be available to all four networks. When Mutual bought the series exclusively a few years ago we went to them and offered to carry the games sustaining and carry a courtesy plug for the sponsor. Mutual turned us down."

"If your policy was carried out all the people in the country couldn't hear the World Series," remarked Senator Wheeler. "We didn't have the power to tell Judge Landis he couldn't sell that program exclusively. You have exclusive programs on your chain. The people ought to have the right to get those programs if they want them."

Wheeler Indicates Views On Commission's Powers

"If restraints are desirable," said Mr. Paley, "then put them in the law. Don't leave it to the whims of the Commission."

"Now you're talking my language," answered Senator Wheeler, and Mr. Paley was permitted to resume his prepared statement. He touched on the Blue network sale, pointing out that the majority of FCC hearings had to do with programming. He told of the BLUE's program policies and asserted: "But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission's wishes, this business transfer was not approved."

Senator Wheeler interrupted Mr. Paley to say that he had reived communications from small businessmen complaining that they couldn't buy radio time because it was taken by big business. He asked Mr. Paley:

"Supposing you say to one busi-

"Plug" Kendrick says:

SHOWS
MEAN
AUDIENCE!

DUFFY'S
HOT COPY
BASIN STREET
THE BAND WAGON
YOUR BLIND DATE
THE BLUE PLAYHOUSE
AMERICA'S TOWN MEETING

ALL ON —

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

FILL THE PITCHER

Of course you remember the fable of the canny crow who dropped stones into a half-filled pitcher until the water was high enough for him to drink. And the moral is "Little by little does the trick."

This moral applies to *your* problem—that of creating and maintaining a *future* demand for your product. You want your customers to remember and ask for *your* line when it is again available after the war. And little reminder pebbles dropped steadily into the public consciousness *by radio* will do the best job of achieving that end.

Broadcast your reminder campaign in Canada over CFRB and reach the biggest part of her richest market. CFRB broadcasts half the leading sponsored programmes in a key area fed by three stations. Add *your* programme to the list.

CFRB
TORONTO

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Geared to Mesh

Sales plans call for (1) a high-spot market, (2) the right medium for the advertising job. Use WDRC for complete and low-cost coverage of the Hartford Market, second highest in the country in Effective Buying Income per family.

CONNECT IN CONNECTICUT!

CBS

ness, 'you can't have time, you're a competitor of one of our sponsors?'"

"Couldn't the FTC or Dept. of Justice take care of that?" responded Mr. Paley. Senator Wheeler said: "I doubt it".

"Certainly if the Commission has the authority to tell us to whom we must sell time. . . ." began Mr. Paley but he was interrupted by Senator Wheeler's assertion: "I don't think the Commission should have that right."

Senator White (R-Me.) interjected: "Either the Commission should have authority over the sale of time or that should be lodged with the licensee. Personally I have felt that broadcasters should have that power."

Mr. Paley resumed his statement pertaining to the BLUE sale and again Senator Wheeler interrupted to say:

"What I understand from hearsay, the Commission questioned the BLUE as to whether or not they shouldn't sell time to labor organizations."

"I don't think it was restricted to labor organizations," said Mr. Paley. Again taking up his prepared statement, Mr. Paley said:

"Look through the window of almost any business practice in radio and you'll find program merchandise behind it. News, for instance, is program merchandise—the stuff from which important news programs are made."

"Does the CBS allow non-CBS stations to run CBS programs when they are not carried by the CBS station in a certain community?" asked Senator Wheeler, reading from a prepared question. Mr. Paley explained each individual case must be studied. Reading further the committee chairman asked: "Has CBS ever denied non-CBS stations CBS programs?"

Paley Stresses Danger Of Political Control

"Under the network rules we can't," responded Mr. Paley. Then Senator Wheeler commented, "I think so far as the regulation is correct, it should be written into the law."

Speaking on "fairness of the air" as set forth in another section of the proposed bill, Mr. Paley suggested that many broadcasters "will solve the problem of avoiding unfairness by simply not broadcasting political programs. This result would amount to a great public disservice," he added.

All Prayers

FIRST COPIES of the book "Minute of Prayers", containing the 365 prayers of all faiths used on Mutual's daily program during the past year, were presented to Chaplain William R. Arnold, chief of Army chaplains, and Chaplain Robert D. Workman, chief of Navy chaplains, at the Hotel Statler, Washington. Publication of the prayer book ($1 per copy) marks the first time that prayers of Catholics, Protestants, Jews and Christian Scientists have been printed in one volume. All proceeds will be donated to the United Service Organization.

"There is, moreover, a provision in these sections that the Commission shall make rules and regulations to insure the fairness of the air. It is precisely in this area of political discussion that temptation is most likely to beset a politically appointed agency. That is why in this area especially it is most urgent that control by the Commission be avoided."

"The reason Mr. Hitler, Mr. Stalin and Mr. Mussolini have remained in power is because they controlled what the people heard," commented Senator Wheeler for the second time during the hearings.

"In Germany," said Mr. Paley, "the radio is government-controlled.

Senator Wheeler was disturbed, however, over the fact that when a political speaker goes on the air over a network only "10 or 15" stations carry him, whereas every station carries the President. He resented the fact that President Roosevelt, the OWI and the attorney general were given all stations while when he made a speech only a few stations carried it.

"I think you've put your finger on the only weakness in our operations," said Mr. Paley. "When the networks offer speakers to affiliated stations, we are never able to say what stations will take them."

Speaking of equal time on controversial issues, the CBS head said one speaker may cover three issues whereas the person who takes the other side may answer only one of the issues. Senator Wheeler questioned the advisability of granting to individuals "something that belongs to the public and let the chain and participating stations say what should go on the air".

"By and large it has worked out pretty well," replied Mr. Paley.

"I agree with you," said Senator

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

ASK THE DEALERS
who sell your products
in WISCONSIN-

They'll tell you
the low cost way
to sell WISCONSIN
FOLKS is via
WISCONSIN
NETWORK!

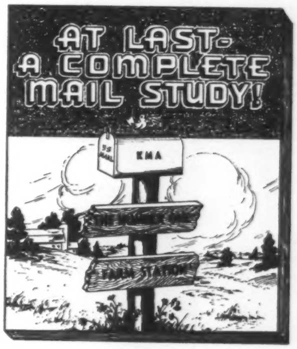
That's because Wisconsin is not a part of any other "community." We're distinctly a market by ourselves. Farmers? Yes (income this year over ½ billion dollars). War Workers? Yes (contracts total over a billion dollars). And, all covered by the Wisconsin Network of eight stations, each as local in identity and influence as the home town's leading department store, and as well established, with its own loyal following. We're not influenced by any metropolitan station from the outside, or any other regional or national network. And, why should we be? Each station of the Wisconsin Network can be heard all the time—not just when it's fair weather—with programs our listeners want to hear. Take advantage of this sales impact now.

WHBY *Appleton*
KFIZ *Fond du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR Wisconsin Rapids

WISCONSIN NETWORK, Inc.
MAIN OFFICE·· WISCONSIN RAPIDS, WISCONSIN

COMPLETE STUDY OF RADIO MAIL NOW AVAILABLE

The most extensive study of radio mail ever made is now available to the entire industry, Earl May, KMA president, has announced.



Original plans were to limit distribution to agency men and company advertising managers. But so many requests have been coming from radio station men that all who want a copy may now have one, Mr. May said.

This study is based on the 493,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Dozens of such important questions as the following are answered:

- "How large a mail sample does it take to determine station coverage?"
- "Who writes to radio stations—men or women?"
- "What kinds of offers are most successful — contests, premiums, free samples, etc.?"

Because of current paper restrictions, copies of the printed study will be mailed only on request. "So, if anybody wants one," said Mr. May, "he'd better write, *right now*—to the KMA Research Director. If requests don't beat our order to the printer, they will be too late!"

KMA
Blue Network

The No. 1 Farm Station
in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

W
B
N
X

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

Wheeler, "but they might abuse that power. If it's vested in the Commission they should use good common sense".

Senator Smith, who had moved from the end of the long committee table to a seat beside Senator Wheeler, exploded: "Good God Almighty, good common sense—where do you get that?" The hearing was plunged into laughter.

"I still believe that the best, the safest control will be found in competition" said Mr. Paley. "Radio's stock in trade is good will. My answer to your question (addressing Senator Wheeler) is, if you're not prepared to trust the checks and balances I just spoke of, I hope you don't go to the other extreme and give a Government agency that power. The middle ground, if there is any, should be put in clear language."

Smith Sees Road Back to Supreme Court

When Mr. Paley objected to section 10 which he termed "a back door" for the FCC to enforce its regulations, and urged that the courts, not the Commission, decide on alleged law violations, Senator Smith wanted to know:

"Are you satisfied with the opinion of the Supreme Court?" When Mr. Paley answered in the negative, Senator Smith demanded:

"Then what in the name of God do you want to go back there for?"

"I don't see how we're going to get around the Constitution and get around the Supreme Court," interjected Senator Tunnell. "We could pass a law but the Supreme Court would interpret it."

"I have read the Supreme Court opinion," said Senator Smith, "and the dissent of Judge Murphy. If you can get two widely separated opinions as that, there's no hope for us."

Mr. Paley suggested that if radio is deemed guilty of unfair practices the Commission should bring suit in the courts. Senator Wheeler felt, he said, that if a case goes to the courts, it will be delayed (Chairman Fly previously had made a similar statement). "You've got to give it to the Commission," he added with reference to "fairness" interpretation.

"Then you are going to have a radio situation that blends into the wishes of the Communications Commission," commented President Paley.

"Isn't there this to be said," asked Senator Brooks (R-Ill.) "When you go to court, the court sits as a body to judge all the evidence, not as judge and prosecutor combined?"

"I'm recommending that the decision of life and death not be given the Commission," said Mr. Paley.

"After all," put in Senator Wheeler, "you've got to have some faith in your Government. We all criticize, in fact I have criticized. But in a democratic republic you've got to have faith."

"I think this freedom is such a precious one that you've got to protect it," said Mr. Paley.

"The FCC should not enforce the anti-trust law," said Senator Wheeler. "If there is a violation it should be referred to the Dept. of Justice."

'Advertiser Control' Leads To Commentator Question

Recalling testimony of Mr. Fly the previous week that advertisers and not networks or stations control programs, Senator Wheeler asked: "Who controls programs today, the advertisers?"

"No sir," replied Mr. Paley emphatically. "We feel responsible for everything that goes over the air."

"I think you ought to cut out tin-pan alley and soap operas," said Senator Wheeler. "That's my own view but a lot of people don't like them."

Mr. Paley explained that CBS rules limit commercials on evening programs to 10% of the time and on daytime shows to 15%. He also told Senator Wheeler that advertisers don't spend money unless it brings results and indicated that results come from pleased listeners. Senator Hawkes interposed with:

"What you have been saying means to me that the free enterprise system should be applied to your industry the same as all others."

"That's exactly right," said Mr. Paley. Senator Hawkes continued:

"Then in your opinion regulations should be defined by law?" When the witness answered affirmatively, Senator Hawkes said:

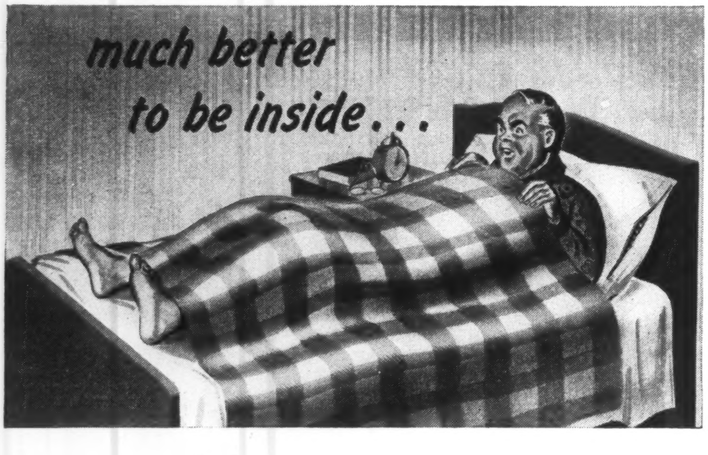
"I'm in hearty sympathy with those things."

Senator Wheeler wanted to know who employs commentators. Chairman Fly had testified that advertisers employed them and that networks had no control over them.

"We don't call them commenta-

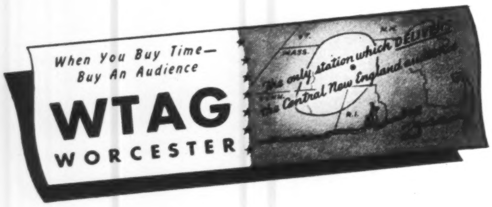
Time Personnel Spots

TIME Inc., New York, on Nov. 10 started an eight-week help wanted campaign, using 15 one-minute announcements weekly on 10 Chicago stations, to secure personnel. Young & Rubicam, New York, is agency.


much better to be inside . . .

WHEN it comes to coverage, you need nothing short of WTAG to reach the Central New England radio audience. Keeping the dial on Worcester's Columbia outlet has become as fixed a habit in this concentrated war production area, as going to bed.

WTAG faithfully upholds its reputation as Central New England's local reporter of the air. WTAG is a Must Station to the families of Worcester's 400 different war working industries, no less than their half billion dollar income is a Must Market in Massachusetts.


When You Buy Time—
Buy An Audience
WTAG
WORCESTER
The only station which DELIVERS
the Central New England audience
MASS.
R.I.

BASIC
COLUMBIA
PAUL H. RAYMER CO.
National Sales Representatives
Associated with the Worcester Telegram-Gazette

BRITISH COLUMBIA
LAND OF OPPORTUNITY

A Proven 20%
Preference for
CJOR News

CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (US)
H. N STOVIN (CANADA)
NOW MORE THAN EVER 1ST

tors," said Mr. Paley. "We call them reporters and analysts. We employ them."

"Have you had any complaints?" the committee chairman asked.

"None officially," said Mr. Paley. "We have had complaints in speeches by members of the Commission." A lengthy discussion on newscasters and commentators, in which Senators Wheeler, Tunnell and Hawkes participated, brought out that CBS exercises full control over its newsmen; that they must subscribe to the CBS code of ethics before they are employed and that if a sponsor doesn't like a particular commentator and cancels, the network keeps that commentator on the air if he is doing what Mr. Paley termed a "public service".

When Mr. Paley completed his prepared statement Senator Wheeler adjourned the hearings until 10:30 Thursday morning.

Fly All Set to Aid In Writing New Law

That the FCC will lend a big helping hand to the Senate committee in drafting new communications legislation was assured by FCC Chairman Fly as Thursday's hearing opened.

"We will prepare a memorandum, discussing each portion of the bill, section by section," said Mr. Fly. "At that time I shall take the liberty to suggest any changes in the draft that I think should be made. I have already suggested graduated penalties other than revocation."

Mr. Fly said he thought Congress should give serious attention to regulating the "various machines that emit radio energy," such as diathermy and similar electrical apparatus which sets up interference. He was thinking, he said, in terms of television and what the future holds.

The FCC chairman also said the Commission should have some control over the transfer of a "substantial portion" of minority stock in a station.

Attacking the testimony of Mr. Paley, Chairman Fly said the CBS president's chief interest was in restoring "monopolistic practices". Declaring Mr. Paley's testimony was "designed to create a fear of censorship and program controls", Mr. Fly charged the CBS president spoke "under that guise so you would grant the big networks the right to go back to monopolies". He denied the FCC network regulations had anything to do with program content. Referring to Mr. Paley's plea that free competition be preserved, Mr. Fly exclaimed: "Free competition me foot. What he wants is a return to monopolistic practices."

Indigo Opus

SELECTED "on the basis of their absolute ignorance of the theatre," members of the cast of the Deep Indigo Stock Co.'s forthcoming "He Ain't Done Right By Our Nell" were announced last week. The stock company is the "illegitimate child" of the BLUE's Athletic Assn. and its first effort will be given Dec. 3. Murray B. Grabhorn, manager of spot sales, will be "associate producer".

Free Speech Called 'More Duty Than Right'

Under questioning by Senator Brooks, Mr. Fly said the First Amendment to the Constitution "does apply in principle" to radio. Senator Brooks cited the Mayflower case in Boston wherein the Commission exacted an affidavit from John Shepherd 3d, head of the Yankee Network, wherein Mr. Shepherd agreed that Yankee would refrain from broadcasting editorial opinion.

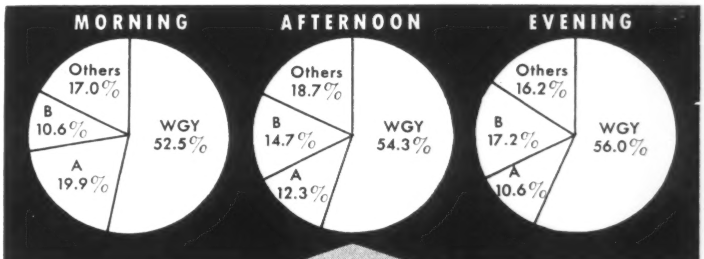
Summing up the "free speech" angle, Mr. Fly said, "the broadcaster has more of a duty than a right" to see that freedom of speech is protected on the air. Senator Wheeler posed the hypothetical question, in case three applicants file for the same frequency in one city and all three have equal qualifications financially and otherwise, "don't you have to take into consideration which is going to be able to do the best service",

"I would imagine the Commission would give some attention to the general types of programs, to the general quality of programs," said Mr. Fly. Senator Brooks asked if one of the applicants were a newspaper, what action the Commission would take. To that question Mr. Fly said:

"I would assume if it were a 50 - 50 choice, the Commission might well choose the other applicant." He admitted that although the FCC has studied the newspaper ownership problem but has made no ruling, the Commission has not granted a license to a newspaper to operate a station since the study has been made.

Senator Brooks inquired about the FCC's interest in foreign language stations. Mr. Fly testified that no license had been revoked but that "some of the personnel" had been investigated by the FCC "in cooperation with the Office of Censorship". "That is no longer an acute problem," he said. When Senator Brooks referred to Mr. Paley's suggestion that alleged violations on the part of broadcasters should be called to the at-

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

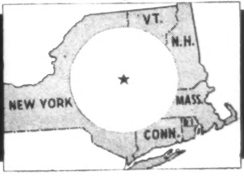


THIS IS THE WAY THEY LISTEN

IN THE HUDSON CIRCLE
According to Crossley

WGY-125

GENERAL ELECTRIC
WGY
Schenectady, N. Y.



Represented Nationally by
NBC
Spot Sales, Inc.

EVEN IF YOU'VE NEVER BEEN ON A GEORGIA FARM

Channing Cope's new YELLOW RIVER FARM PROGRAM is important to you because, as Georgia's most comprehensive feature for Atlanta-market farmers, this daily program (11:30-11:45 A. M., Monday through Saturday) is attracting thousands of new listeners to WAGA—for the information, suggestions and entertainment designed specifically for the needs and tastes of Georgia farmers. Get in touch with WAGA or Headley-Reed for all the interesting details.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

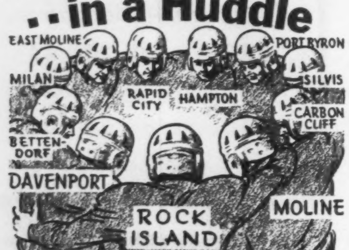
The TEXAS RANGERS now

Selling Cold Tablets on KDKA Pittsburgh

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

11 CITIES
..in a Huddle



A Winning Team!

There's not one, not two, but *eleven cities* in the Tri-Cities zone . . . located as closely together as the boroughs of greater New York. And WHBF is the *favorite* local medium covering the entire Tri-Cities population of 211,000!

When you think of Rock Island, Moline or Davenport, *picture the TRI-CITIES!* . . . not one, not two, not three, but *ELEVEN* contiguous cities! 60% in Illinois! Let WHBF tell you the story, meanwhile drive your product home with the result-getting "salesman" . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

tention of the courts by the FCC, Mr. Fly said:

"I think Mr. Paley's suggestion is for legalized outlaws. Whatever controls have got to be exercised you've got to have with the Commission that's set up to live with that industry. If you can't trust the crowd you've got, get a new one. It comes down to one thing. They (the networks) want to control all these stations from New York and Hollywood."

Senator Wheeler, reading a prepared question, asked if the FCC reviews program content to know "whether there's a misuse of license". Mr. Fly didn't recall any such case but he admitted, under questioning, that the Commission has written letters to broadcasters after complaints of certain programs had been made to the FCC.

Fly Deplores 'Cutting Down Public Service'

Senator Wheeler surmised that if a commentator "slanders" an individual and radio were obliged to give the affected individual time on the commentator's program, "it would put a stop to this slander". Mr. Fly agreed, expressing the thought that the "equal time" clause should be written into the law.

Mr. Fly deplored what he termed a "serious question—the cutting down on public service programs". He charged there is a tendency on the part of broadcasters to think in terms of commercial programs and "kick around" good sustaining public service features such as the *U. of Chicago Roundtable, Town Hall* and other forum-type broadcasts. Senator White advocated "some sort of priorities as to the character of service to be rendered".

Questioned by Senator Tunnell as to the "objectives" of broadcasters and networks, Chairman Fly listed economics as first, then the "natural desire" to continue controls which had been accumulated as a new industry moved along. He mentioned the oil, steel and sugar industries as examples and, referring to the networks he said, "these people have extended until they control every hour of time, every station in the country. People like that are natural monopolists. They resent every effort at control."

But Mr. Fly wouldn't regulate networks by licensing, he told Senator Wheeler in answer to a question "I'd rather see the principles of law applied to them and leave licensing out of it," he concluded.

Charge Made that Local Merchants Are Ignored

A prepared question, read by Senator Wheeler, as to the future of radio, started a lengthy discussion in which Mr. Fly brought out that the next decade would see considerable changes because of new services. He predicted a change in the allocation of frequencies and other developments as a result of improvements now being made.

Commentators again came in for some discussion and criticism when Senator Wheeler asked if advertisers select them. Mr. Fly turned his criticism on Mr. Paley's statement that CBS commentators are employed by the network. He challenged the committee to call Mr. Paley back and "have him tell you how Cecil Brown's spot was filled". When Senator Wheeler asked: "How was it filled?" Mr. Fly replied: "I don't know, sir".

Senator Wheeler asked "who put Jay Franklin on the air"? Mr. Fly didn't know but volunteered that he'd find out. Then he offered to provide the committee with information about several commentators but said "I'd rather do that off the record in executive session."

Mr. Fly felt the "networks" income warrants moving out a giving service to remote stati If I were running a network," said, "I think I would consi that my duty". He said the wh purpose of the network regulati was to give all stations a "fr choice of programs". Reading letter from A. J. Mosby, owner KGVO Missoula, Mont., which sa that of 3½ million dollars spe in retail advertising in San Fra cisco, radio got only $25,000, M Fly commented: "They just thro in the switch and let New Yor grind in. They ignore local pro grams and local merchants."

Reading from section 326 of the 1934 Communications Act, which prohibits the FCC from exercising the powers of censorship over radio, Mr. Fly remarked: "I should think if this committee is concerned about our censorship activities—our interest in programs, you ought to consider the present law." Senator White said "I missed your suggestion."

"I meant for you to miss it," retorted Mr. Fly. "If we've done that sort of thing, I think you should have us up here now across the barrel."

Mr. Fly then defended his own actions, declaring "We never tried to dictate the kind of programs; we've never held a hearing when soap operas come in for a trimming, but I think it's ("soap operas") one of the cheaper and worst forms of public service."

Senator Wheeler wanted to know why "so many stations" had told him they were "deathly afraid of the Commission".

"I wish you'd bring one in," shouted Mr. Fly. "We'll frame him, hang him up as exhibit 1. I've never seen one."

"They're afraid of you," Senator Wheeler dryly remarked. The hearing broke into a general tirade against "soap operas" and generally demoralizing programs. (See page 9.) Mr. Fly terminated Thursday's session with: "Gentlemen, I'm talked out."

When Horace L. Lohnes, president of the Federal Communications Bar Assn., and Herbert M. Bingham, representing a subcommittee of the Assn's. executive committee, presented the group's views Friday, Chairman Wheeler was interested in executive committee's membership, particularly whether any of them represented the networks. He also asked that

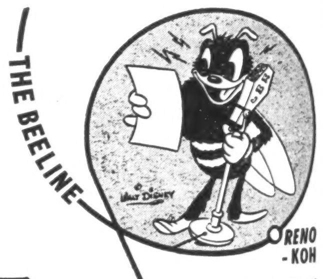
LABOR BROADCAST
Six-Station Hookup Plugs Utah AFL Employers

NON-CONTROVERSIAL, with commercials emphasizing war and community activities of Utah union members and plugging industries and businesses in the state which employ AFL workmen, a ten-minute news summary sponsored by the Utah State Federation of Labor started Nov. 1 for 52 weeks, Monday through Friday, on KUTA Salt Lake City and five stations of the Intermountain Network, KLO Ogden, KOVO Provo, KVNU Logan, KEUB Price, KSUB Cedar City, all in Utah.

Labor Takes the Air

Getting together on the agreement for this commercial program, something of a rarity because sponsored programs by labor unions are frowned upon by the NAB code of ethics, are (l to r) Lynn Meyer, sales manager of the Intermountain Network; Fullmer Latter, president, Utah State Federation of Labor; J. R. Wilson, Federation secretary-treasurer; Victor V. Bell, radio director account executive, Gillham Adv. Agency, which handles the account.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline



RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representatives

McClatchy Broadcasting Company
Sacramento, California

WITH CBS PRESIDENT William S. Paley on the stand, these members of the Senate Interstate Commerce Committee listened intently last Tuesday to a fervent plea for new radio legislation. At long table are (l to r): Senators Brooks (R-Ill.); Clark (D-Ida.); Hawkes, (R-N. J.); Chairman Wheeler, (D-Mont.); Smith (D-S. C.); White (R-Me.); Tunnell (D-Del.); Gurney (R-S. D.); Truman, (D-Mo.); Shipstead (R-Minn.).

committee members' names be filed for the record.

Mr. Bingham had a 17-page prepared statement, but when he referred to the old Sanders Bill (HR-5497), which died in committee and later was supplanted by the Holmes bill, still in committee, Senator Wheeler told him the Senate group was "not interested in comparisons between the House Sanders bill and this." Mr. Bingham's case then was presented more or less ad lib.

On the whole, the association favors the proposed White-Wheeler bill, he said, stressing, however, that the term "license" should be defined as separate from "special authorization". He contended the FCC, under the present law authorized to issue licenses, has made considerable use of "special authorizations"

Considerable argument over intervention brought out that the Commission decides whether an individual or station is entitled to intervene. Pointing to the KOA Denver case in which the Colorado station sought to intervene when the Commission was to license a station in Boston on KOA's frequency, Mr. Bingham said the Commission voted 3-2 against intervention and in subsequent court appeals, ending in the Supreme Court, 17 individuals wrote 10 opinions, 5 in favor of KOA's participation and 5 against it. Mr. Bingham read from an opinion of Mr. Justice Frankfurter (author of the May 10 decision granting the FCC unlimited control over "composition of traffic" in radio), in which the Supreme Court justice said: "We think it is up to the Congress to decide who shall be entitled to a hearing."

Senator Reed termed many cases of intervention as "nuisances". While Mr. Bingham agreed that "nuisances" had come up from time to time; on the other hand intervenors with definite interests had been denied the right by the FCC to be heard, he said.

The association favors that section of the proposed bill which reorganizes the FCC into two divisions, with the chairman acting as executive officer. Senator Wheeler thought "the chairman of the Commission ought to be at least permitted to sit on both divisions. He's going to be held responsible," he said.

"I never felt that in this proposal," said Senator White, "we have relegated the chairman to an unimportant spot."

On the declaratory rulings section, which makes it mandatory on the part of the Commission to issue such rulings concerning the rights, status and other legal relations on petition of a licensee, Senator Wheeler objected on the grounds that "the Commission would be doing nothing else". Mr. Bingham cited two examples where declaratory judgments might help. In one instance, he said, a broadcaster may have a program that borders on lottery. Unless the FCC issues a declaratory ruling the only way that broadcaster has of knowing whether he violates a rule or law is to put on the program and then wait for the Commission to bring him in for a violation.

Senator Wheeler said: "If I were thinking of a program I wasn't sure about, I'd go to the Attorney General and get an opinion". Nobody pointed out, however, that the Attorney General cannot give opinions other than to Government executives.

"NBC and all of them have done very fine work," he added. "I don't think it's 100% perfect. I don't think the Commission has been 100% perfect. What we are trying to do is to improve the law so that the Commission can improve."

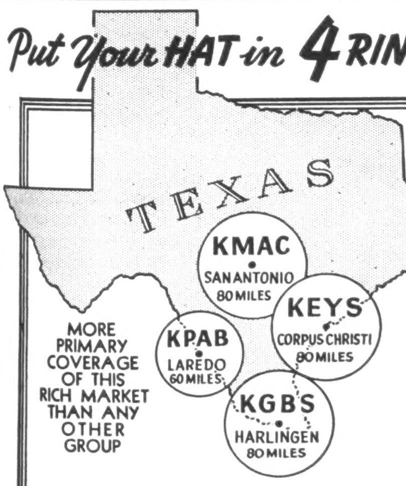
Mr. Lohnes, speaking also as an individual, urged the section defining the rights of political candidates on the air to be adopted "so it will take the broadcasters off the spot before the next campaign. I think a station ought to be enittled to protect itself from slander and libel. Unless it is corrected, a lot of stations are not going to carry political speeches," he asserted.

Radio Goes Turf

TWO BUCKS on Jack Benny's nose! Soon one may hear the sportsman give such information to his favorite bookie, for the *New York Morning Telegraph*, a racing sheet, on page 1 last Friday played the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) under the lead banner which screamed: "Seven Vie Today in Liberator 'Cap". Below in col. 3 the sportsman read this headline: "FCC Ruling is Due—Fly . . . Radio Ownership by Newspapers Will Be Subject."

WRRN to Mutual

WRRN, Warren, O., with the celebration of its second birthday Nov. 11 became an affiliate of Mutual, bringing the networks total number of outlets to 212. Owned by J. Marion O'Hara, the station operates on 1400 kc., 250 watts.



Put Your HAT in 4 RINGS at Once!

Four rings combine to give you greater primary coverage of the rich South Texas area than any other station or group. All 4 stations with good local programs, good merchandising departments working closely with wholesalers and retailers in each locality, good local coverage of the entire territory at exceedingly low cost to you.

SOUTH TEXAS' RADIO PACKAGE

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS

NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

Switch SW-141
Plugs PL-54 and PL-55
PL-54
PL-55

Voice Communication Components

UNIVERSAL high quality plugs, jacks and switch assemblies have been made available to prime and sub-contractors for earliest quantity deliveries. Catalog No. 830 contains complete details.

Universal Microphone Co. Ltd.

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION
301 Clay Street, San Francisco 11, Calif.
CANADIAN DIVISION
560 King St. W., Toronto 2, Ontario

Paper Shortage Changes Radio Publicity Methods

WIDESPREAD curtailment of radio columns, due to the paper shortage, has caused a change in radio publicity technique with the emphasis now on individually prepared and placed stories rather than on general releases, according to reports of the 21 station publicity chiefs who met last Wednesday and Thursday with John McKay, NBC press director, in New York, for a general discussion of radio publicity problems. Attending the two-day session were:

Jack Ryan, NBC Chicago; Hal Brock, NBC Hollywood; Tom Knode, NBC Washington; George Slade, WBZ; Elizabeth Sanders, WAVE; John McMahon, KDKA; Mary Caldwell, WSB; Harry Stone, WSM; E. G. Flanagan, WSPD; H. W. Slavick, WMC; J. F. Clancy, WTIC; Roger Baker, WLW; John Kelly, KYW; Wilbur M. Havens, R. E. Mitchell, WMBG; Bob Dailey, WTAM; W. T. Meenam, WGY; Helen King, WBEN; Truman Brizee, WHAM; Bill Wiseman, WOW; E. R. Vadeboncoeur, WSYR.

Charter for D. C. Club

THE FIRST Women's Advertising Club of Washington was granted a charter of affiliation by the Advertising Federation of America on Nov. 9, at a meeting broadcast by WINX Washington. William D. Egolf, vice-president of both the NAB and the Advertising Federation of America presented the charter. Betty Darling Gwyer, of the Henry J. Kauffman Advertising Agency, is president of the Washington chapter.

Military Electronic Production Soars, Civilian Tube Deliveries Up, Says WPB

MILITARY requirements for electronics equipment are "mounting steadily", Ray C. Ellis, director of the WPB Radio & Radar Division, told a conference of 50 field service men of the Division last week. From a volume of $250 million per year, electronics production has risen to $250 million per month, and the program for next year calls for an increase to over $300 million per month, Mr. Ellis said. To a large degree, the stepping up of production has been accomplished through a decentralization policy, he declared, adding that the Division has been operating on a decentralization program since last January.

"Today our main purpose is to produce military equipment, but along with this effort we are also giving consideration to supplying civilians with the equipment which is allowed the home front for the necessary utilization of its radio sets," said Mr. Ellis.

Civilian Tubes Up

During the meetings it was revealed that October production of receiver tubes allotted to civilians totaled 1,600,000 tubes, a quantity which Frank H. McIntosh, who heads the Domestic & Foreign Branch of the Division, said was more than had been delivered to distributors in any month since last spring. At the same time, he stated that the assortment of types left much to be desired, in that the quantities of certain badly needed types were inadequate.

Frank S. Horning, chief of the Field Service Branch, described the magnitude of the electronics production program, with its more than 1,000 direct contributors of electronic components and 6,000 manufacturers of non-electronic parts, all of which must be made according to close specifications and flow steadily to the 161 prime contractors who build the finished equipment.

Mr. Horning said that the value of direct contact with manufacturers through the regional offices had been recognized for many months, and to "give you an idea of the work load we can report that in 1942 the volume was approximately 13% telephone and telegraphic equipment, 70% straight radio and 17% other military electronics. As we near the close of 1943, telephone and telegraphic requirements are being reduced to 8%, straight radio to 50%, with the phenomenal demand for other military electronics jumping to 42%."

Methods Changed

Showing how war has influenced production methods, Sidney K. Wolf, assistant director for production, said that three new "tools" are being employed today which were not in use a year ago. These are standardization of components, better control of inventories and closer liaison with ANEPA (Army and Navy Electronics Production Agency).

Standardization has reduced meter types from 22,000 to 1,800, Mr. Wolf said, and added that variety of other components had been reduced correspondingly, thereby adding as much as 25% to production in some plants. Redistribution of excess inventories and salvaging of excess components resulting from contract cancellations will be achieved by the inventory control program. Speedier handling of rated orders is being achieved by location of a score of military officials of ANEPA in quarters adjoining the Radio & Radar Division instead of at the Pentagon Bldg. in Arlington, Va.

Discussing manpower problems, Harold Sharpe, assistant director for Labor, said that there are now 600,000 persons engaged in the electronics production industry.

SIGNED AND SEALED was th second contract of the May Co. o KOA Denver as Lou Waldman (c advertising manager of the Denver department store, completed negotiations for the *The May Co. Presents*, 8:45-9 a.m., daily except Sundays. Taking part in contract ceremony were Duncan McColl, KOA sales manager, and Evadna Hammersley, who writes the program and is featured as the May Co. Shopper. Firm also sponsors weekly half-hour *'Heroes of the U. S. Navy* on KOA at 6 p.m. Tuesdays.

Adam Spot Drive

SUPPLEMENTING its BLUE broadcasts of top boxing bouts, Adam Hat Stores, New York, this week completes launching of a nation-wide spot campaign in markets where its 2,000 dealers are located. The drive got under way Nov. 1, with final placements going into effect Nov. 15, the schedule consisting of 30-second transcribed announcements aired 10-50 times weekly on 44 stations. Wherever possible spots have been secured near broadcasts appealing to male listeners. Badger, Browning & Hershey, New York, is handling Adam Hats' spot radio.

A new High

IN THE DETROIT AREA,
CKLW time-sales in many major retail classifications lead 'em all! Proving that CKLW's blanket coverage of America's 3rd Market, at lower cost, is clicking in a big way.

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

CKLW

Savannah ranks third among all Major American Markets in percent of sales increase for past year.

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

KXOK
ST. LOUIS • 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

etail Promotion eeps On Clicking

ance Work by Stations dited For Results

E ADVANCE work by spon- g stations is resulting in con- ed enthusiastic reception of the B's "Air Force" retail promo- unit. Numerous requests for "How to Do It" booklets indi- the active interest of retailers. h two more booklets ready for iling by Nov. 16, only the "How Promote Your Radio Program" mains yet to be prepared.

Seattle stations reported 600 at- nding, with this comment from G. Woodridge, president of Mac- ougall-Southwick, Seattle depart- nt store, reflecting the retailer's action: "Mr. Wright (m.c. Frank rk Wright) . . . is definitely ght". Chattanooga stations re- rted 165, with a leading depart- nt store executive calling the cts revealed "most amazing and believable".

Praise From Press

The Rock Island-Moline-East oline meeting reported 236 and even our friends from the newspa- ers who attended were outspoken praise". WBIR Knoxville had 95, d an executive formerly cold to- ard radio requested he be con- cted immediately. Kalamazoo re- rted 95 attending. Grand Rapids' 5 were disappointed when the ound equipment failed in the mid- le of the presentation. Plans for future showing are contemplated. eoria reported 150, "reception ex- ellent"; Davenport, 158.

Macon, Ga., 114, "much praise ex- ressed"; WDBJ, WSLS Roanoke, 0; 125 booklets requested; WBOW erre Haute, 136; WCAE Philadel- hia, 75; WWNC, WISE Asheville, N. C., 125; WSPA, WORD Spar- anburg, S. C., wrote "more value n relationship with retail mer- hants than anything done . . ." Bristol, Tenn., 70. Many "more en- husiastic about their investments n radio". WFDF Flint, "200 at- ended including important General Motors officials"; Ft. Wayne, 90, "good reactions"; WAAT Newark, "presentation will have far reaching effects".

New York showing is scheduled for Nov. 15-18 at the Barbizon Plaza Hotel, with 2,500 invited. Monday showing will be for representatives of retail trade publications, press, agencies, trade associations; Tuesday, leading retailers, members of National Retail Drygoods Assn. and Fifth Ave. Assn.; Wednesday, national manufacturers and local retailers; Thursday, local manufacturers, editors, station reps and miscellaneous groups. The Philadelphia showing is Nov. 19 at the Adelphia Hotel. Detroit meeting is Dec. 7 at the Statler Hotel.

Michigan people spoke their piece on wartime

FOOD PROBLEMS

See Pages 22-23

REVERSING USUAL ORDER, radio station and agency people were the guests of the advertiser at a party given by Dr. Raymond Shane, head of the Shane Diagnostic Foundation of Bakersfield, Sacramento, Stockton, Oakland and San Francisco. Seated at table (l to r): Ewing C. Kelly, head of Kelly Advertising Agency, San Francisco; Mrs. Kelly; Philip G. Lasky, vice-president, KROW Oakland; Mrs. Lasky; Leo Ricketts, manager, KFBK Sacramento; Mrs. Ricketts; Mrs. Raymond Shane; Dr. Shane; Herman Bullock; Mrs. Gene Brown; Gene Brown, office manager, Shane Foundation; Leslie Gillen; Mrs. Don Federson; Don Federson, manager, KYA San Francisco; Mrs. Kelso Norman; Kelso Norman, head of Kelso Norman Advertising Agency, San Francisco; Mrs. William Clements.

Flamm Asks Permission To Intervene on WMCA

DONALD FLAMM, former owner of WMCA New York, through his attorneys, Handelman & Ives, New York, last Wednesday filed a petition with the FCC asking to intervene in the sale of WMCA by Edward J. Noble, new owner of the BLUE Network, to Nathan Straus, New York philanthropist and industrialist, on the ground that the sale would put it out of the power of Mr. Noble to comply with a possible order of the New York Supreme Court rescinding the sale of the station.

Mr. Noble bought WMCA from Mr. Flamm in January 1941, and Mr. Flamm brought suit for recission last August, charging fraud and coercion [BROADCASTING, Aug. 16]. The petition also stated that Mr. Flamm wished to present evidence showing the proposed transfer would not be in the public interest and that no decision on it should be made by the FCC until the New York Supreme Court rules on the recission suit.

KPRO to Blue

KPRO Riverside, Cal., on Nov. 15 was to become affiliated with the Blue Network as a supplementary station to the Pacific Coast group, bringing the total of BLUE outlets to 171. Owned by the Broadcasting Corp. of America, KPRO operates fulltime on 1000 watts, 1440 kc. Network evening hour rate is $60.

HILLMAN-SHANE-BREYER, Los Angeles agency, continues to service Beneficial Casualty Insurance Co., Los Angeles, placing all media. Ivan Hill Adv., Chicago, is placing radio in that city and midwest markets.

CY HOWARD, who left WBBM Chicago to join Jack Benny's writing staff, will take a leave of absence to play a lead role in Maxwell Anderson's *Storm Operations*. He will continue to write for Benny.

Scale at 802 Raised

WAR LABOR BOARD has approved the contract between Music Publishers Protective Assn. and the New York local of the American Federation of Musicians, calling for a 10% increase in minimum wage scales for arrangers, copyists and proofreaders. Contract runs from Nov. 1, 1943, to Oct. 31, 1944, with increases retroactive to Aug. 16, 1943.

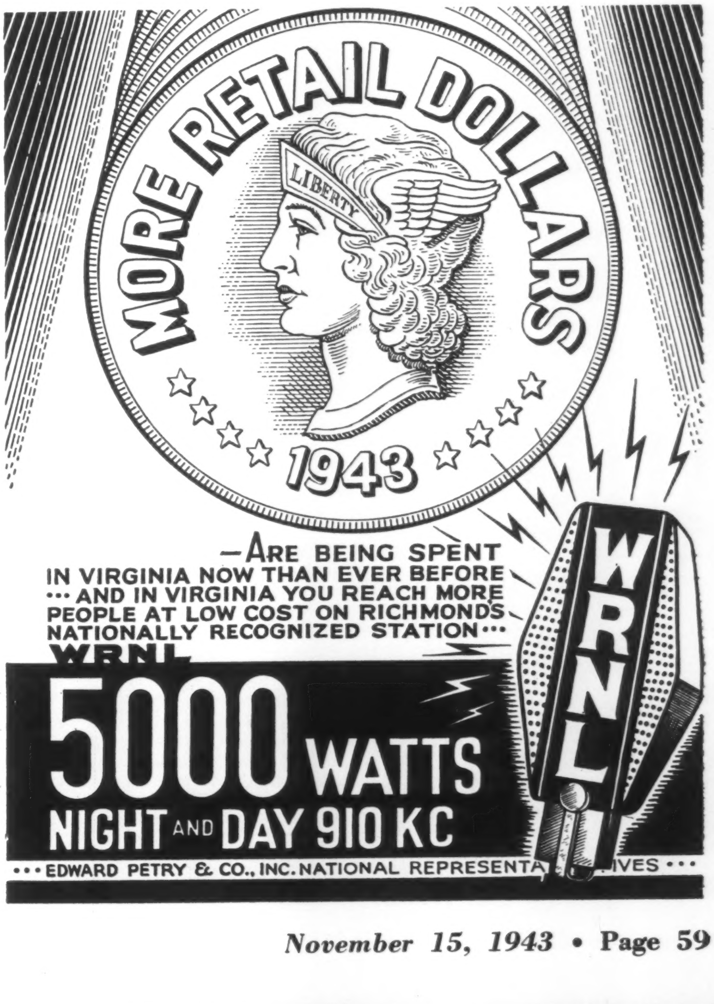
EDWARD J. McCROSSIN JR., at present attorney with the NBC legal division in New York, has been named legal counsel of the NBC Central Division, effective Nov. 15. Joseph A. McDonald, formerly legal council for the network in Chicago, recently joined the New York legal office.

ALMOST 50% of the students who completed the second annual NBC-Northwestern U. Summer Radio Institute have been absorbed by the industry.

First on New York's Dial...570

Wmca

America's Leading Independent Station



MORE RETAIL DOLLARS

—ARE BEING SPENT IN VIRGINIA NOW THAN EVER BEFORE ••• AND IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMOND'S NATIONALLY RECOGNIZED STATION••• WRNL

5000 WATTS NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is - it's
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

THERE'S NOT ANOTHER LIKE IT!
WTIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY
New York Boston Chicago Detroit San Francisco and Hollywood

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Better War Loan Plans in Process

More Sponsorable Programs Recommended to Treasury

BETTER HANDLING of radio participation in the coming Fourth War Loan Drive got off to an early start last Thursday as a committee of industry men met with representatives of the Treasury Dept. in Washington. The Fourth Loan campaign is scheduled to begin early in 1944.

In view of the feeling of many broadcasters that radio deserves more equitable consideration with other media, warranted by the job done in past drives—notably the Third Loan—and that radio's potential assistance can be greatly increased, the committee discussed certain recommendations with the Treasury men. These included better timing of bond days and bond information and program releases, and more programs for sponsorship, with sales portfolios describing the programs.

The Committee

Taking part in the meeting were: Irving G. Abeloff, program director of WRVA Richmond; Stanton P. Kettler, general manager of WMMN Fairmont, W. Va.; Edward C. Obrist, program director of WFIL Philadelphia (representing John E. Surrick, commercial manager); Willard D. Egolf, assistant to the president, Arthur Stringer, director of promotion, Lewis H. Avery, director of broadcast advertising, of the NAB; and Vincent F. Callahan, director of advertising, press and radio, and Emerson Waldman, director of the radio section, of the War Finance Division, Treasury Dept.

IRE-RMA Meeting

ANNUAL joint meeting of the RMA and IRE was held in Rochester, N. Y., Nov. 8-9, with more than 300 radio engineers attending the Tuesday morning session at which Dr. W. R. G. Baker gave a detailed report on activities of the RTPB, of which he is chairman. Of particular interest to broadcasters were papers on "Demountable versus Sealed-off Tubes", by I. E. Mouromtseff, of Western Electric & Mfg. Co.; "Twenty-Eight Volt Operation of Electron Tubes", by Walter R. Jones, Sylvania Electric Products; "Message of RMA Director of Engineering", by Dr. Baker.

Join 20 Year Club

EDGAR KOBAK, executive vice-president of the BLUE, is among five radio veterans to be admitted recently to membership in The Twenty Year Club headed by H. V. Kaltenborn, NBC commentator. Other new members are: Everett Mitchell, director of agriculture, NBC central division; Charles M. Butler, NBC engineer in Chicago; Wilfred A. Wood, chief engineer and treasurer, WMBG, Richmond; and Kenneth M. Hance, vice-president and treasurer, KSTP, St. Paul.

CHOSEN PIN-UP GIRL by the engineers who keep the lonely vigil at the WOV New York transmitter located on the salt marshes of Carlstadt, N. J., is Peggy Lloyd, pretty blond WOV staff announcer and m.c. of the early morning *Musical Sun Dial* program.

PROMOTE PROGRAMS HOLLISTER URGES

FAILURE to promote a good radio program with good exploitation is "criminally inefficient," Paul Hollister, CBS vice-president in charge of advertising and sales promotion, told a meeting of the New York chapter of the American Marketing Assn. last Thursday. Promotion will not make a bad program good, he said, but it will accelerate the assembly of a regular audience for a good program series.

Citing the difference between printed advertising, which places the advertiser under no obligation to entertain or divert the reader, and radio, which requires the advertiser to provide entertainment and has set up restrictions on length of commercials for the protection of the listeners, Mr. Hollister discussed the unique relationship radio builds up between listener and program and product. "A vote for Jack Benny is a vote for Grape-Nuts," he declared. "A vote for Burns & Allen is a vote for Swan, a vote for Fred Allen is a vote for Texaco. Keeping the stars' names constantly before the public in every possible way is merely common sense."

GE Promotions

E. H. FRITSCHEL has been named manager of transmitting tubes and H. J. Mandernach sales manager of receiving tubes in the tube division of GE's Electronics Dept. Both are in Schenectady. Mr. Fritschel joined GE as a student engineer on the test course and after working on installation of radio transmitting equipment in Uruguay he did development work at Schenectady until his transfer to the Radio (now Electronics) Dept. Mr. Mandernach, formerly sales manager of the replacement tube section of the GE Electronics Dept. at Bridgeport, joined GE in 1936 and became district radio representative in Chicago, where he remained until his transfer to Bridgeport.

Anacin, Kolynos Shi Programs to Half-ho

ANACIN Co., Jersey City, a Kolynos Co., New Haven, sponso respectively of the thrice-week quarter-hour programs *Easy Ac* and *Mr. Keen, Tracer of Lost P sons* on CBS, are placing b shows on a half-hour basis, a Anacin is starting a new progr effective the first week in Dece ber.

On Dec. 1 *Easy Aces* will shifted from Wednesday, Thursd and Friday, 7:30-7:45 p.m., to W nesday only, 7:30-8 p.m., while t following day *Mr. Keen*, heard t same three days 7:45-8 p.m., w shift to Thursdays only, 7:3 p.m. on Dec. 2. Anacin will start new popular music program, as y untitled, in the 7:30-8 p.m. peri Fridays. Agency for both compa ies is Blackett-Sample-Humme New York.

Anchor Glass on CBS

ANCHOR Hocking Glass Cor Lansaster, Ohio, producers of gla containers and closures, through i newly appointed agency, Willia H. Weintraub & Co., New Yor will enter network radio for th first time as sponsor of CBS-bui program *Corliss Archer*. Revolvin around the antics of a 15-year-o high school girl, program is slate for 5-5:30 p.m. period, Saturday on CBS. Jan. 8 is the tentativ starting date, but lineup of station has not yet been announced.

Hon. Clark Brown
Lake-Spiro-Shurman
Memphis, Tenn.

Dear Clark—

Picked up a copy of Billboard while sweeping out the boss' office a couple of weeks ago and was surprised to see the big spread they gave WFIL on feeding news to the theatres. Theater news feeds are an old story with WCHS, for we started this a year and a half ago. As many as five times a day we feed the last minute communiques to the top theaters in Charleston. I guess things like this serve to make up the "reasons why" WCHS enjoys by far the greater listening audience within, as well as beyond, our city's limits. Course with my job I ain't exactly eligible to membership in the Fourth Estate, but even as an outsider I can't help wondering about Billboard's story since Broadcasting carried the story for us about a year ago.

Regards

Yrs.
Algy

P. S. By golly I almost forgot to mention that we also feed the news to every weekly luncheon of the local service clubs. Kiwanis, Lions and Rotary.

WCHS
Charleston, W. Va.

XUM

Pearson KWBU Rep.

MER HOGAN & Co., Chicago, ional representative for KWBU pus Christi, has announced ap- ntment of John E. Pearson Co., icago and New York, to handle eastern advertising contacts for new 50,000-watt Texas station. hough KWBU is not scheduled o on the air until late November early December, sales promotion been launched by Mr. Hogan l his associates. Offices of Homer gan & Co. in Chicago are located the Wrigley Bldg. The Pearson offices in New York are in the stum Building, 250 Park Avenue.

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Lanteen Placing

ANTEEN MEDICAL LABS., hicago (Vi-teens vitamins), ef- ctive Nov. 15 will place its adver- ing through McCann-Erickson dv., Chicago. Contract for six eeks calls for 15 spot announce- ents weekly in Midwest and New ngland markets.

A 50,000 watt audience at a 250 watt rate

..but don't take our word for it-look at the record!

C.E. HOOPER • for July-August

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WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

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(*Continued from page 9*)

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AP

WMIN, St. Paul, Minnesota

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney,
Ass't Gen. Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CHNS
HALIFAX
NOVA SCOTIA

The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

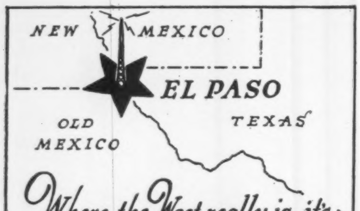
New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY —*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

The People SPEAK THEIR PIECE!

See Pages 22-23



Where the West really is - it's -

KROD

600 KC CBS

Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.

Dorrance Roderick, *Owner* Val Lawrence, *Manager*

HOWARD H. WILSON CO.
National Representatives

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY
New York Boston Chicago Detroit San Francisco and Hollywood

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Better War Loan Plans in Process

More Sponsorable Programs Recommended to Treasury

BETTER HANDLING of radio participation in the coming Fourth War Loan Drive got off to an early start last Thursday as a committee of industry men met with representatives of the Treasury Dept. in Washington. The Fourth Loan campaign is scheduled to begin early in 1944.

In view of the feeling of many broadcasters that radio deserves more equitable consideration with other media, warranted by the job done in past drives—notably the Third Loan—and that radio's potential assistance can be greatly increased, the committee discussed certain recommendations with the Treasury men. These included better timing of bond days and bond information and program releases, and more programs for sponsorship, with sales portfolios describing the programs.

The Committee

Taking part in the meeting were: Irving G. Abeloff, program director of WRVA Richmond; Stanton P. Kettler, general manager of WMMN Fairmont, W. Va.; Edward C. Obrist, program director of WFIL Philadelphia (representing John E. Surrick, commercial manager); Willard D. Egolf, assistant to the president, Arthur Stringer, director of promotion, Lewis H. Avery, director of broadcast advertising, of the NAB; and Vincent F. Callahan, director of advertising, press and radio, and Emerson Waldman, director of the radio section, of the War Finance Division, Treasury Dept.

IRE-RMA Meeting

ANNUAL joint meeting of the RMA and IRE was held in Rochester, N. Y., Nov. 8-9, with more than 300 radio engineers attending the Tuesday morning session at which Dr. W. R. G. Baker gave a detailed report on activities of the RTPB, of which he is chairman. Of particular interest to broadcasters were papers on "Demountable versus Sealed-off Tubes", by I. E. Mouromtseff, of Western Electric & Mfg. Co.; "Twenty-Eight Volt Operation of Electron Tubes", by Walter R. Jones, Sylvania Electric Products; "Message of RMA Director of Engineering", by Dr. Baker.

Join 20 Year Club

EDGAR KOBAK, executive vice-president of the BLUE, is among five radio veterans to be admitted recently to membership in The Twenty Year Club headed by H. V. Kaltenborn, NBC commentator. Other new members are: Everett Mitchell, director of agriculture, NBC central division; Charles M. Butler, NBC engineer in Chicago; Wilfred A. Wood, chief engineer and treasurer, WMBG, Richmond; and Kenneth M. Hance, vice-president and treasurer, KSTP, St. Paul.

CHOSEN PIN-UP GIRL by the engineers who keep the lonely vigil at the WOV New York transmitter located on the salt marshes of Carlstadt, N. J., is Peggy Lloyd, pretty blond WOV staff announcer and m.c. of the early morning *Musical Sun Dial* program.

PROMOTE PROGRAMS HOLLISTER URGES

FAILURE to promote a good radio program with good exploitation is "criminally inefficient," Paul Hollister, CBS vice-president in charge of advertising and sales promotion, told a meeting of the New York chapter of the American Marketing Assn. last Thursday. Promotion will not make a bad program good, he said, but it will accelerate the assembly of a regular audience for a good program series.

Citing the difference between printed advertising, which places the advertiser under no obligation to entertain or divert the reader, and radio, which requires the advertiser to provide entertainment and has set up restrictions on length of commercials for the protection of the listeners, Mr. Hollister discussed the unique relationship radio builds up between listener and program and product. "A vote for Jack Benny is a vote for Grape-Nuts," he declared. "A vote for Burns & Allen is a vote for Swan, a vote for Fred Allen is a vote for Texaco. Keeping the stars' names constantly before the public in every possible way is merely common sense."

GE Promotions

E. H. FRITSCHEL has been named manager of transmitting tubes and H. J. Mandernach sales manager of receiving tubes in the tube division of GE's Electronics Dept. Both are in Schenectady. Mr. Fritschel joined GE as a student engineer on the test course and after working on installation of radio transmitting equipment in Uruguay he did development work at Schenectady until his transfer to the Radio (now Electronics) Dept. Mr. Mandernach, formerly sales manager of the replacement tube section of the GE Electronics Dept. at Bridgeport, joined GE in 1936 and became district radio representative in Chicago, where he remained until his transfer to Bridgeport.

Anacin, Kolynos Shi Programs to Half-ho

ANACIN Co., Jersey City, a Kolynos Co., New Haven, spons respectively of the thrice-week quarter-hour programs *Easy A* and *Mr. Keen, Tracer of Lost P sons* on CBS, are placing b shows on a half-hour basis, a Anacin is starting a new progr effective the first week in Dece ber.

On Dec. 1 *Easy Aces* will shifted from Wednesday, Thurs and Friday, 7:30-7:45 p.m., to W nesday only, 7:30-8 p.m., while following day *Mr. Keen*, heard same three days 7:45-8 p.m., shift to Thursdays only, 7:3 p.m. on Dec. 2. Anacin will start new popular music program, as untitled, in the 7:30-8 p.m. per Fridays. Agency for both comp ies is Blackett-Sample-Humme New York.

Anchor Glass on CBS

ANCHOR Hocking Glass Cor Lansaster, Ohio, producers of gl containers and closures, through newly appointed agency, Willia H. Weintraub & Co., New Yor will enter network radio for t first time as sponsor of CBS-bui program *Corliss Archer*. Revolvi around the antics of a 15-year-o high school girl, program is slat for 5-5:30 p.m. period, Saturday on CBS. Jan. 8 is the tentati starting date, but lineup of statio has not yet been announced.

Hon. Clark Brown
Lake-Spiro-Shurman
Memphis, Tenn.

Dear Clark—

Picked up a copy of Billboard whi sweeping out the boss' office a couple weeks ago and was surprised to see th big spread they gave WFIL on feeding news to the theatres. Theater news feeds are an old story with WCHS, for we started this a year and a half ago. As many as five times a day we feed the last minute communiques to the top theaters in Charleston. I guess things like this serve to make up the "reasons why" WCHS enjoys by far the greater listening audience within, as well as beyond, our city's limits. Course with my job I ain't exactly eligible to membership in the Fourth Estate, but even as an outsider I can't help wondering about Billboard's story since Broadcasting carri the story for us about a year ago.

Regards

Yrs.
Algy

P. S. By golly I almost forgot to men tion that we also feed the news to every weekly luncheon of the local servic clubs. Kiwanis, Lions and Rotary.

WCHS
Charleston, W. Va.

XUM

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WMIN, St. Paul, Minnesota

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney,
Ass't Gen. Manager

available through

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CHNS

HALIFAX
NOVA SCOTIA

The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY —*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

The People
SPEAK THEIR PIECE!

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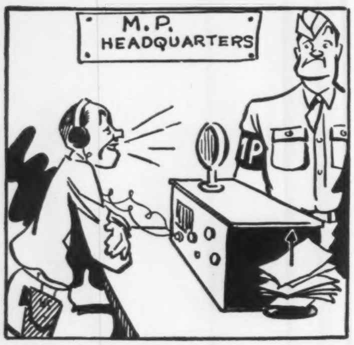


"Listen, Buddy—if you don't stop signing off 'WFDF Flint, Michigan,' you'll be transferred from M. P. to K. P."

PRR 77289
CONTENTS SOLD BY
WHN
NEW YORK
50,000 Watts In America's Greatest Market!
AAR

MORE
CARRYING POWER
IN IDAHO!

KSEI
POCATELLO · IDAHO

4

Italians, all born in Italy, spoke their piece regarding

FASCISM

See Pages 22-23

AA-1 Rumored

THAT a change in the priority rating for broadcasting equipment is imminent was freely discussed in Washington radio circles last week. The change, which would raise the rating from AA-2 to AA-1, is reported to have been approved by higher authorities in the WPB, although no announcement has been forthcoming from the Radio & Radar Division, or from its Domestic & Foreign Branch, which administers Order P-133. A revised version of this order was issued Oct. 8, embodying the AA-2 rating which first became effective July 10. Before that date, broadcasters had used the same rating as the radio communications industry—AA-2X. The change then adopted raised communications to AA-1, and gave broadcasting AA-2.

SARNOFF FORECASTS TO END OF CENTURY

"WHEN this war ends, we shall be on the threshold of a new era of radio—an era in which man will see, as well as hear, distant events," David Sarnoff, president of RCA, told the Lancaster Chapter of the American Assn. for the Advancement of Science, in an address Nov. 11 on "Industrial Science Looks Ahead".

Predicting that "the fourth two decades" of this century may "introduce international television with pictures in color," Mr. Sarnoff continued that "it is even possible that in the final two decades, we may complete the century with power transmission by radio, and its use in the operation of vehicles, automobiles, ships, railroads and airplanes."

FCC Refuses CIO Plea For Censorship Hearing

CIO PETITION asking the FCC for an informal hearing on charges of censorship and operation contrary to public interest by WHKC Columbus, O., filed about three months ago, was denied last week. WHKC had deleted, last August, from a speech by Richard T. Frankensteen, vice-president of the UAW (CIO), criticism of Senator Taft (R-Ohio) and Rep. Vorys (R-Ohio) [BROADCASTING, Sept. 27].

While no comment was forthcoming from the Commission, it was learned at Mr. Frankensteen's office that the UAW considers that FCC has made clear its views on discrimination by radio stations against labor unions in the record of the hearings on transfer of the BLUE Network last September, and in subsequent speeches by Chairman Fly and Commissioner C. J. Durr.

Radio Saves Lives

PROMPT WARNING by KSTP of a violent storm in the Minneapolis-St. Paul area last week-end is believed responsible for the safety of many lives in the blizzard which caused a shutdown of business offices, stores and schools. Little loss of life is reported, although last week's storm was worse than the 1940 Armistice day storm.

RALLYING ROUND for post-broadcast party when the weekly Gr *Fields Victory Show* resumed on Mutual stations in October, were th network and agency executives. American Cigarette & Cigar Co. (P Mall) sponsors the five-weekly quarter-hour series. Party-minded f are (l to r): Henry Omerle, New York vice-president and account e ecutive of Ruthrauff & Ryan; Mrs. Lewis Allen Weiss, wife of the vi president and general manager of Don Lee Broadcasting System, Ho wood; Gracie Fields; Mr. Weiss; Murray Bolen, agency producer.

Benny's Don Lee Repeat

GENERAL FOODS Corp., following an agreement worked out with American Federation of Musicians, on Nov. 7 started sponsoring a transcribed repeat broadcast of the NBC *Jack Benny Show* on 34 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PWT). Live show is released on NBC stations, Sunday 7-7:30 p.m. (EWT). With Young & Rubicam handling negotiations, AFM ban against network transcribed broadcasts was relaxed when agency agreed to pay weekly $36 per musician and $72 for Phil Harris, musical director. A former transcribed West Coast repeat had been discontinued when AFM ban was invoked. BLUE was unable to clear time. World Broadcasting System is cutting the series.

IRE Elects Officers

HUBERT M. TURNER, of New Haven, has been elected president of the IRE, succeeding Dr. Lynde P. Wheeler, Chief of the Technical Information Div. of the FCC, Washington, the board of directors announced last week. Mr. Turner is Associate Professor of Electrical Engineering at Yale U. Ralph A. Hackbusch, vice-president in charge of radio for Research Enterprise Ltd., Leaside, Ont., was elected vice-president. Directors elected for three-year terms were Raymond F. Guy, radio facilities engineer of NBC New York; Lawrence C. F. Horle, New York, consulting engineer and authority on television; William C. White, engineer of the GE electronics laboratory, Schenectady.

ROBERT HURLEIGH, Chicago manager of PA, signed a contract Nov. 15 and joins CBS Chicago as a commentator, effective Nov. 22.

ED JOHNSON, promotion and research director of the Branham Co., Chicago, station representatives, reported to the Army Nov. 13. His wife, Rubidoux Johnson, will take in his place.

PAUL WHITEMAN and orchestra will provide music for *Radio Hall of Fame*, Philco program starting on the BLUE Sunday, Dec. 5. Mr. Whiteman is BLUE's director of music.

Krank's News

CONSOLIDATED ROYAL Chem cal Co., Chicago (Krank's sha cream), on Nov. 7 began sponso ship of a weekly quarter-hour new program featuring Robert F. Hu leigh, central division manager Press Assn., on WBBM Chicag Contract is for 26 weeks. Agenc is Arthur Meyerhoff & Co., Ch cago.

DR. MELCHIOR PALYI, economis has joined WIND Chicago as com mentator.

KEEP UP
WITH THE
SHIFTING
MARKETS
WITH
RADIO

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

TO EASE the demands made on local radio stations by public service groups, and to permit community organizations use radio effectively through bet- r planning, talent development d script writing, the Community uncil in Winston-Salem, N. C., l sponsor a local experimental dio project, under the direction y Charlotte Demorest, originator f the *Apartments on Parade* pro- rams on WQXR New York. The cal Junior League will finance e project. As radio consultant r the Council, Miss Demorest will ork with the two local stations, WAIR and WSJS, and more than 30 community groups to develop more effective use of radio by Council organizations such as the Red Cross, Boy Scouts and the Chamber of Commerce, as well as ty war agencies such as the Civilian Defense Volunteer Office. Plan of action calls for a preliminary study of available talent and material and community needs, followed by training of talent before final airing of programs.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N. B. C.

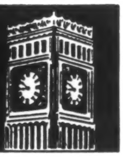
SEPTEMBER BUSINESS ACTIVITY in MISSISSIPPI UP 30%

September Business Activity in Mississippi continued its UPWARD trend—showing a gain of 30% over September of 1942 for the entire state and a gain of 25% in the JACKSON district.

☆

WJDX dominates this UP MARKET—a "Must Market" on your 1944 schedules.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI



Merchandising & Promotion

Promotion Exchange—Taystee Hay—Coon Hunt
Merchandising Evidence—Teasers

Commentator Promotion

STANDARD OIL Co., of California, which began sponsorship Nov. 1 of Lowell Thomas on the Pacific Coast BLUE five nights weekly, Mondays thru Fridays, 9:30-9:45 p.m. (PWT), is following up its initial broadcast with an intensive campaign for the commentator. Large and medium sized ads are being used in papers in all of the larger western cities for the next two months; three announcements weekly in approximately 350 smaller western newspapers for the same period; daily station and chain breaks on the BLUE during November and December; tie-ups in movie houses using Fox-Metrotone News; broadsides to dealers; announcements during the weekly *Standard Symphony* programs; and folders to stockholders.

* * *

Promotion Exchange

WMCA New York will receive extensive promotion in 1,200 independent drug stores in the New York area under an exchange deal made with Fair Trade Merchandising Associates, New York. Under the arrangement, a 52-week affair, which goes into effect Jan. 1, WMCA will turn over to the drug trade organization Nick Kenny's *Youthopia*, heard Saturday, 11:03 a.m. to 12 noon, in exchange for WMCA program promotion in the FTMA member stores. As centers for distribution of tickets to studio broadcasts, the stores will also serve for recruiting of child talent for the program. Fair Merchandising will use the program as an institutional show.

* * *

Regional Campaign

EXTENSIVE newspaper and subway and railroad poster campaign begun the week of Nov. 5 and continuing throughout the month is being conducted by the Yankee Network for its latest morning program, *Yankee Tune Factory*, heard on WNAC Boston and the Yankee Network Monday through Saturday, 9-11:15 a.m. Newspaper campaign includes insertions in 10 New England papers.

* * *

Taystee Hay

BALES of hay now adorn the tops of Taystee bread delivery trucks in the Indianapolis area and the drivers are attired in the "latest" straw hats and bandanas—all in tune with the *Jamboree* program which Taystee is sponsoring on WIBC Indianapolis. Posters on the trucks, banners in stores selling the bread and street car cards call attention to the program and station.

* * *

Car Cards

CFCF Montreal is promoting its current sponsored programs locally by means of nearly 500 car cards in Montreal streetcars. Each card has space to feature two programs.

WLW Coon Hunt

WLW CINCINNATI Coon Hunting Contest, open to all sportsmen in Ohio during the season from Nov. 15 to Jan. 15, has been announced. Purpose of the contest is to increase interest in one of America's fine game animals and to aid the Ohio Division of Conservation to secure information regarding the movement of state released coons. Each raccoon is marked with a tag and prizes are awarded weekly with a grand prize at the end of the season.

* * *

Hudson Circle Findings

STORY of the round the clock Crossley Inc. survey of the WGY Schenectady market has been released by WGY in a brochure titled "Exploring with Crossley". This "account of the statistical discovery of the Hudson circle" contains complete factual evidence and full statistical information on the Crossley findings in the area of eastern and central New York and western New England.

* * *

Merchandising Evidence

NAME of person at each account receiving the monthly merchandising evidence packet from WNAX Yankton, S. D., is printed on the cover of each packet. Following the presentation each month of the *WNAX-tra*, which contains news of programs and doings at WNAX, the packet includes tear sheets of newspaper promotion and other publicity, as well as copies of free announcements made as a merchandising service in behalf of sponsored shows.

* * *

CBS Pamphlet

IN POCKET-SIZE pamphlet, "Listen," CBS has reprinted brief items which have appeared in Columbia ads in *The New Yorker*, *Atlantic Monthly* and *Harper's Magazine*. Material includes anecdotes and statistical reports on CBS and the broadcasting industry in general, written primarily for the layman. Booklet attempts to point up the human and diverting side of radio.

* * *

Handbooks

VOLUME THREE of *Music of the New World* handbooks describing the 19 programs which form Part One of the second year of the NBC series, has just been issued. Written by Gilbert Chase, the book is titled *Folkways in Music*, name of the three-year course offered on *NBC Inter-American University of the Air*.

* * *

Kansas City Teasers

SERIES of teaser and display advertisements in Kansas City newspapers was used by KOZY Kansas City FM station, to announce the shift from the old K49KC call letters.

The
TIME BUYERS'
STATION
WDOD
Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

★ ★

THE BRIGHT SPOT
of Eastern New York

SCHENECTADY
TROY
ALBANY
WGY
The Buying Triangle

Only BLUE Network
Station Covering this Area

★ ★

5000 WATTS · 1330 KILOCYCLES

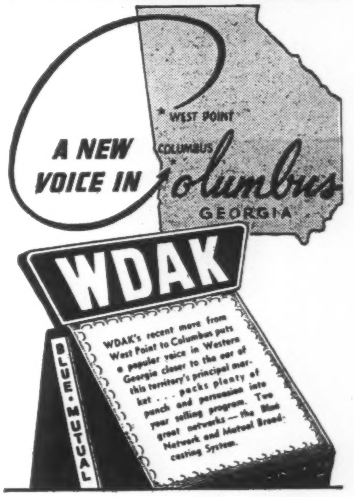
WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.



WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.

TIE UP
THE MONTANA MARKET

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA · MONTANA

FOR THE
"World's Best
Coverage of
the World's
Biggest News"

UNITED
PRESS

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER
in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

★
★
★ **Carmen C. Blough of WPB and Jas. F. Lincoln, industrialist, spoke their piece on war contract**

RENEGOTIATION

See Pages 22-23

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 6 TO NOVEMBER 12 INCLUSIVE

Decisions . . .

NOVEMBER 8

UAW-CIO—Denied hearing on alleged censorship and operation contrary to public interest by WHKC Columbus, O.

NOVEMBER 9

W. J. Harpole, J. C. Rothwell, Plainview, Tex.—Granted petition to reinstate and grant application for CP for new station on 1400 kc, 250 w, unlimited; conditions.

WJAX Jacksonville, Fla.—Designated for hearing application for CP for 100 w transmitter for auxiliary purposes only.

Pottsville News & Radio Corp., Pottsville, Pa.—Denied petition for reinstatement of application for new station on 580 kc, 250 w D.

WLOL Minneapolis—Granted authority to identify WLOL with both St. Paul and Minneapolis in station identification.

NOVEMBER 11

WTMC Ocala, Fla.—Granted license to cover CP for change in equipment, power increase.

NOVEMBER 12

WGST Atlanta—Granted continuance of hearing to Nov. 29 re application for license renewal.

Applications . . .

NOVEMBER 8

WHAM Rochester, N. Y.—Mod. license to change corporate name of licensee to Stromberg-Carlson Co.

WHFM, WJEN, WJEP Rochester—Same.

WSAM Saginaw, Mich.—Transfer control to Milton L. Greenebaum by transfer of 35 shares from Adolph Greenebaum, deceased.

WEEU Reading—Special service authorization to operate 6:45 a.m. to local sunrise Nov.-Dec., 1943; Jan.-March, 1944.

KWTO Springfield, Mo.—Mod. CP authorizing change in hours, DA-N; extension completion date.

Standard Broadcasting Co., Los Angeles—CP for new FM station on 45,300 kc, coverage 7,000 sq. mi.

KLBM La Grande, Ore.—Mod. license to move main studio to transmitter site.

KBPS Portland, Ore.—Mod. license to change hours from sharing with KXL to specified hours.

NOVEMBER 12

WHBU Anderson, Ind.—Acquisition of control by L. M. Kennett through purchase of 500 shares (499 from Roy E. Blossom, 1 from Daisy B. Blossom).

KTBI Tacoma, Wash.—CP to change 1490 to 1220 kc.

KROY Sacramento—CP for new transmitter, increase 100 to 250 w amended to change name of applicant to Royal Miller, Marion Miller, L. H. Penney and Gladys W. Penney, d-b as Royal Miller Radio.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL FOODS Corp., New York (Grape Nuts, Grape Nut Flakes), on Nov. 7 started *Jack Benny* on 34 Don Lee stations, Sun., 8:30-9 (PWT), as a recorded repeat of the NBC broadcast, Sun., 4-4:30 (PWT). Agency: Young & Rubicam, New York.

D. L. CLARK Co., Pittsburgh (candies), on Dec. 5 starts *Good Will Hour* on about 60 Mutual stations and WMCA New York, Sun., 10:15-11 p.m. Agency: Walker & Downing, Pittsburgh.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Krank's Shave Kreme), on Nov. 27 starts for 52 weeks, *Ten O'Clock Wire*, on 6 CBS Pacific stations (KNX KARM KROY KGDM KQW KIRO), Sat., 10-10:15 p.m. (PWT). Agency: Arthur Meyerhoff & Co., Chicago.

AMERICAN HOME PRODUCTS Corp., Jersey City (Old English products), on Nov. 22 starts for 52 weeks, *OKay for Release* on 7 NBC Pacific stations (KFI KFSD KPO KMJ KGW KHQ KOMO), Mon. thru Fri., 5-5:15 p.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.

L. B. LABORATORIES, Hollywood (hair oil), on Nov. 20 starts for 52 weeks, *Saturday Morning News* on 34 Don Lee Pacific stations, Sat. 7-7:15 a.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

Renewal Accounts

CONTINENTAL BAKING Co., New York (Wonder Bread and Hostess Cake), on Nov. 29 renews *Bachelor's Children* on 45 CBS stations, Mon. thru Fri., 10:45-11 a.m. (repeat, 3:45-4 p.m.). Agency: Ted Bates Inc., N. Y.

PETRI WINE Co., San Francisco, on Jan. 3, renews *The Adventures of Sherlock Holmes* on 53 MBS stations, Mon., 8:30-9 p.m. Agency: Young & Rubicam, San Francisco.

BAYUK CIGARS Inc., Philadelphia, on Nov. 5 renewed for 52 weeks Sam Balter's *Sizing Up the News* on 72 MBS stations, Mon., Wed. and Fri., 8-8:15 p.m. Agency: Ivey & Ellington, Philadelphia.

COCA-COLA Co., Atlanta, on Dec. 12 renews *Pause That Refreshes On the Air* on 121 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv., N. Y.

Network Changes

DUBONNET Corp., Philadelphia (Dubonnet Wines), on Dec. 1 shifts *Your Dubonnet Date* from 80 BLUE stations, Sat., 11-11:30 a.m. to 60 MBS stations, Wed., 8:30-9 p.m. Agency: William H. Weintraub & Co., N. Y.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Nov. 5 added 18 Don Lee Pacific stations to *What's the Name of That Song?* on 16 Don Lee Cal. stations, Fri., 8:30-9 p.m. (PWT), with transcribed repeat added on 7 Ariz. stations, Sun., 10:30-11 a.m. (MWT), making total 41 stations. Agency: Hillman-Shane-Breyer Inc., Los Angeles.

W. L. DOUGLAS Shoe Co., Brockton, Mass., on Dec. 5 shifts *Tonight's World News* on 15 Mutual stations, Sun., from 10:30-10:45 p.m. to 11:45 a.m. - 12 noon. Agency: Harold Cabot Co., Boston.

WILDROOT Co., Buffalo, N. Y. (Wildroot), on Nov. 2 added 2 Hawaiian stations (KGMB KHBC) to *Rex Miller, Commentator*, on 34 Don Lee Pacific stations, Tues., Thurs., 9:15-9:30 p.m. (PWT), making total of 36 stations. Agency: Rhoades & Davis, San Francisco.

G-E Names Crossland

H. A. CROSSLAND has been named manager of sales of the receiver division of the General Electric Co.'s electronics department, I. J. Kaar, division manager announced. Mr. Crossland joined G-E in 1930, and has held several positions with the company, including manager of tube sales, manager of television sales, regional sales manager for the western region of the receiver division, and most recently he was in charge of certain military contracts for the electronics department.

Turner IRE President

HUBERT M. TURNER, associat professor of electrical engineerin at Yale U., was elected presiden of the Institute of Radio Engineer succeeding Dr. Lynde P. Wheeler of the FCC. The board announce the election as vice-president o Ralph A. Hackbusch, vice-presiden in charge of radio for Researc Enterprises, Leaside, Ont. Directors elected for three-year term are: Raymond F. Guy, NBC radio facilities engineer; Lawrence C. F. Horle, New York consulting engineer and authority on television, and William C. White, engineer of General Electric Co.'s electronics laboratories, Schenectady.

in the CONTROL ROOM

PRESTON STRINGER, KTAR Phoenix, Ariz., technician, is the father of a girl.

CHARLES SHERBURNE, engineer of KHJ Hollywood, is the father of a girl born Nov. 3.

CARL R. WARREN, formerly of KTTS Springfield, Mo., and James R. Taylor, recently with WJAR Morgantown, W. Va., have joined the engineering staff of KTHS Hot Springs, Ark.

GEORGE HATCH, engineer at WOWO-WGL Fort Wayne, Ind., is the father of a 7½ lb. girl.

BOB PANTELL, engineer of KYW Philadelphia, has resigned to accept a similar position in the overseas division of the OWI.

MAXELL WILLIAMS, chief engineer of WCBI Columbus, Miss., has joined the armed forces. He is replaced temporarily by David Livingston. Mrs. David Livingston has also been added to the engineering staff.

DANIEL EHRENREICH has received an honorable discharge from the Army and has returned to the engineering department of WOR New York.

GRIFFIN GODWIN, member of the engineering staff of WRBL Columbus, Ga., is the father of a boy.

HOMER OBUSCHON, of KGFJ Los Angeles, has been promoted to chief engineer.

MYRON SCHRADERMEIER, former engineer of WIND Gary, Ind., has joined KFAC Los Angeles.

KOZY

FM in
KANSAS CITY

★

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ANNOUNCER-SALESMAN — Permanent position for experienced well qualified draft-deferred announcer who also seeks opportunity in business end of radio. Basic salary plus commissions on select list active local accounts. Send audition record, snapshot and detailed information. WSAV, Savannah, Georgia.

Announcer—To handle news and run control board. State salary wanted and mail voice transcription. Draft deferred. Box 524, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 526, BROADCASTING.

50,000 Watt Clear Channel—WHO has opening in department of 100 per cent professional news men with newspaper standards and methods. Must be able to write *and* broadcast news copy from five leased wires, or be rapidly adaptable to such a combination. Splendid chance for training and advancement with one of middle west's best-equipped radio news rooms. Write Jack Shelley, News Editor, Station WHO, Des Moines, Iowa.

Station Executives—One Kw station middle west has opening for man who has experience in producing, announcing, writing, and primarily selling. State qualifications and references. Box 523, BROADCASTING.

ANNOUNCER—Regional network affiliate in pleasant Eastern city where reasonable living accommodations are available. $45 for forty hour week, and RR ticket for right man. Send qualifications, draft status, references, date available, photograph and recording. Will return latter. Box 522, BROADCASTING.

ANNOUNCER—Leading Midwest NBC affiliate has openings for two qualified announcers. Give full details of previous experience. Write Box 521, BROADCASTING.

ATTENTION SMALL STATION ANNOUNCERS—Here is fine opportunity to advance in radio. Need man of all-round ability including news, sports, M.C. Draft exempt. Send all details, snapshot, desired salary, first application. Box 520, BROADCASTING.

DO YOU WANT TO STEP UP from a small station? We offer heavy-producing time **SALESMAN** real opportunity **with** one of industry's best known organizations and one of the finest regional stations in country. Must be draft exempt. Send all details—desired salary and snapshot—first application. Box 519, BROADCASTING.

Engineer-Operator—For leading Alaskan Broadcast station. Single man, must copy Press, have announcing ability. Modern living quarters furnished. Reply via airmail, enclose photo, qualifications experience, references. August G. Hiebert, KFAR, Fairbanks, Alaska.

Announcer-Writer—Permanent position for experienced draft exempt man. $56 for 50 hours to start. A real opportunity. Send samples of your work with full details to Manager, WFDF, Flint, Michigan.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. References, transcription.

Announcer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 525, BROADCASTING.

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Help Wanted (Cont'd)

ANNOUNCER-NEWS MAN WANTED—New England basic Blue Station in major market needs announcer, control board operator for twenty five hours per week with ability to announce certain news periods during remainder of time. All replies will be answered. Box 517, BROADCASTING.

First or Second Class Radio Engineer—Union scale; middle west, no "boom town." Box 516, BROADCASTING.

SALESMAN—Draft exempt, with one or two years radio sales experience. $50.00 weekly guarantee to start. Permanent position with excellent future for right man. Write full details to Manager, WFDF Flint, Michigan.

Wanted Farm Editor—For network regional station in nations number one agricultural market. Splendid opportunity for right man. Send full details, draft status, salary, etc. Box 515, BROADCASTING.

Wanted Experienced Deferred Announcer—With or without ticket. Send all information, transcription, photo, salary wanted for 48 hour week and available date to WCNC, Elizabeth City, N. C.

ANNOUNCER—All round experienced man to fill vacancy in congenial Staff. Wire phone number and salary requirement. Blue-Mutual—WBIR Knoxville, Tenn.

Situations Wanted

SALESMAN-WRITER-ANNOUNCER — 5 years merchandising manager Hearst advertising departments. 5 years staff member leading business research organizations. 6 years commuting New York-Chicago-Europe to represent 200 largest retailers, textile mills, etc. Long featured writer for No. 1 business publications, principal newspapers, *Liberty, Nation, Life*—while consultant to country's outstanding publishers, manufacturers, retailers. Recent radio background. Draft-exempt, Columbia graduate. Location open. Sell, write, announce; money, geography secondary. Box 527, BROADCASTING.

Producer—Long experience, honorable discharge, seeks connection in major radio center. Box 518, BROADCASTING.

Announcer, Young Woman—Exceptionally good voice, fine training, ability to write. Will send record upon request. Box 514, BROADCASTING.

RADIO NEWS EDITOR — Experienced; now employed as foreign correspondent in Panama. Available January first. La Prensa, Apartado No. 3144, Panama City, Panama.

Three Years Sound Experience—writing copy, selling, announcing. Want Eastern position putting this experience to best use. Now announcing on 5 KW metropolitan station. Box 513, BROADCASTING.

Uncle Sam Doesn't—want me . . . You might. Years experience in program management, production, promotion, musical direction (all transcription libraries) publicity, script writing personnel management. Metropolitan and local stations. Commercial mike experience. Age 28—female. West or South preferred. Personality? Judge for yourself after writing. Box 512, BROADCASTING.

Executive Salesman—Successful record of accomplishment in Sales & Merchandising for Super-Power Station and Regional Network. Draft exempt, Married, Strong on Ideas and Creative ability. Desires connection as Commercial Manager with organization looking beyond the immediate horizon, with remuneration based on volume. Box 511, BROADCASTING.

Situations Wanted (Cont'd)

Young Man—4F, college graduate, New York advertising agency experience, desires position in small radio station, writing, continuity and programming, knowledge of program direction. Box 509, BROADCASTING.

ANNOUNCER—A three-in-one man for your staff with experience as announcer, actor or producer on several name network programs and commercial motion pictures. Capable of Program Director or Production post but must have some announcing or feature news. 4-F. $100 weekly. Box 528, BROADCASTING.

Wanted to Buy

Wanted to Buy—30,000 feet copper ground wire. Address replies to Max F. Staley, KSOO-KELO, Sioux Falls, South Dakota.

Wanted—250 Watt transmitter, Antenna, Monitoring and Studio Equipment. Consider All or Part. Box 510, BROADCASTING.

WANTED AT ONCE!

YOUR 1944 YEARBOOK QUESTIONNAIRE.

If you haven't yet sent the required information for your listing, please hurry it along. Printer is waiting. Send all questionnaires, corrections and changes to:

Yearbook Dept., Broadcasting Magazine,
National Press Building,
Washington 4, D. C.

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An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
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PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
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ACCURACY
Radio Engineering Consultants
Frequency Monitoring
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EXACT MEASUREMENTS
ANY HOUR—AND DAY
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Consulting Radio Engineers
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SERVICE COMPANY
Specialists In The Repair Of
Reproducing and Recording Equipment
334 Arcade Bldg., St. Louis, Mo.

Please Return
Promptly the
1944 Yearbook
Questionnaires

Legislation, Other Vital Issues On NAB Board Session Agenda

Post-war Planning Activities and Dispute Over Controversial Problems Also Slated

WITH THE NAB membership at an all-time high of 566, the NAB board of directors meets in Washington Nov. 17-18 to consider a full agenda, with emphasis on the current legislative situation. It is expected the hearings before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814) will be in progress at the time, since Chairman Wheeler (D-Mont.) has announced his intention of keeping the record open until Niles Trammell, NBC president now in the war theatre, returns from Europe a fortnight hence.

While the legislative situation will be the board's main topic, the whole music situation stemming from the AFM Czar James Caesar Petrillo's recording strike will be canvassed. Post-war planning activities also will come into focus, particularly in the light of the scheduled Nov. 17 meeting called by the FCC on technical planning relating to FM and television.

Agenda Wide in Scope

The agenda for the two-day meeting planned by President Neville Miller covers all phases of radio trade and policy activity. The current dispute over controversial issues also is slated for detailed consideration, in the light of the FCC's direct attack on the NAB Code of Ethics in the recent decision approving sale of the BLUE Network to Edward J. Noble. This, in the view of Washington observers, invaded directly the field of program regulation, one of the burning issues currently being considered by the Senate committee.

At least two members of the NAB's 26-man board will be absent. James D. Shouse, WLW-WSAI, is in Europe at the invitation of the British Broadcasting Corp. Frank M. Russell, NBC Washington vice-president, is in a Washington hospital recuperating from pneumonia. Other members of the committee expected are: Don S. Elias, WWNC; John E. Fetzer, WKZO; John J. Gillin Jr., WOW; Kolin Hager, WGY; Hugh A. L. Halff, WOAI; E. L. Hayek, KATE; Herb Hollister, KANS; Leslie C. Johnson, WHBF; Paul W. Kesten CBS executive vice-president; Frank King, WMBR; Barney Lavin, WDAY; Nathan Lord, WAVE; J. O. Maland, WHO; Paul W. Morency, WTIC; G. Richard Shafto, WIS; Calvin J. Smith, KFAC; Harry R. Spence, KXRO; Roy Thompson, WFBG; William B. Way, KVOO; Arthur Westlund, KRE; James W. Woodruff Jr., WRBL; Hoyt Wooten, WREC; Ed Yocum, KGHL.

The NAB membership report reveals a total of 542 station members, 19 associate members, 2 FM members and 2 networks (NBC and CBS) for an aggregate of 566. This compared to the previous high of 522 in 1941 and 508 last year. Since June 3 a total of 26 new members have been added while one member was dropped for nonpayment of dues.

Considering industry memberships on the basis of ownership or operation of more than one station, it is estimated that parties or corporations which own 700 of the 911 commercial stations are represented in the membership. It also is estimated that NAB membership does 90% of the dollar volume of the industry's business.

Contrary to inferences regarding NAB membership given the Senate committee during the testimony of FCC Chairman James Lawrence Fly, the membership breakdown revealed that network affiliated stations constitute the bulk of the association's members. Mutual, with 209 affiliates has 130 NAB members or 62.2%; BLUE with 159 affiliates has 113 members or 71.1%; NBC with 137 affiliates has 108 members or 78.8%; CBS with 133 affiliates has 107 members or 80.5%. There are 323 non-affiliates, of which 123 or 38% are NAB members.

FDR on Forum

THE FOUR major networks will broadcast the speech by President Roosevelt Nov. 17 delivered to the closing session of the *New York Herald-Tribune* 12th annual forum on current problems, held Nov. 16-17 at the Waldorf-Astoria, New York.

NRDGA to Meet

NATIONAL Retail Dry Goods Assn. will hold a "Victory and Postwar Conference" Jan. 10-14, 1944, at the Hotel Pennsylvania, New York, it was announced last week by Lew Hahn, general manager of the association. Edward N. Allen, president of the NRDGA, will make the opening address and will be toastmaster at the annual dinner Jan. 13.

BUTCHER CREDITS STAFF FOR COUP

EDITOR BROADCASTING:

Yesterday I happened to be in the P.R.O.'s office and was given a copy of BROADCASTING for Sept. 13. In this issue you emphasize the recognition given radio when the military armistice with Italy was announced.

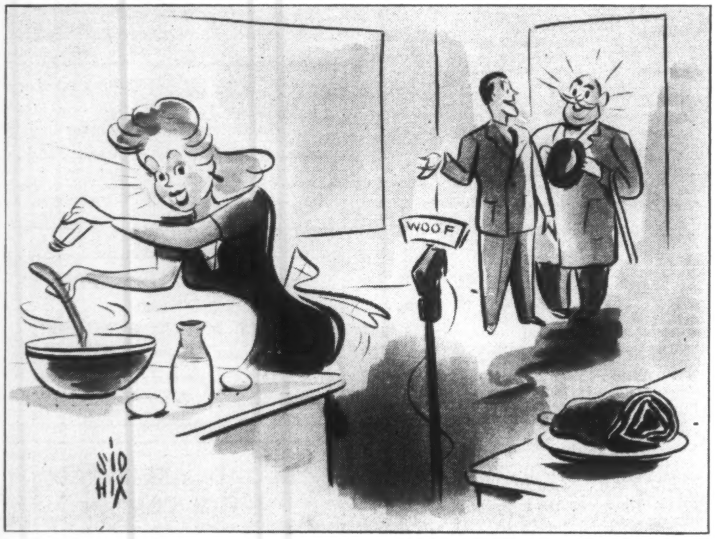
I think the story is well justified by the facts but I notice a paragraph indicating that I might have been responsible for the arrangement. Actually I was not. It was the result of normal staff planning which to my mind makes the recognition much more substantial than if I or any other former broadcaster had devised the plans.

COMDR. HARRY C. BUTCHER
Allied Force Headquarters
Oct. 30, 1943

Coast Ratings Up

AVERAGE RATINGS for Pacific evening programs for the September-October period are 22½% over the preceding month, and 4½% over a year ago, according to the C. E. Hooper "Pacific Program Ratings Report", covering the first two months of fall. The number of evening sets-in-use is up 3.5 over the last report and up 0.7 over a year ago.

WLIB Brooklyn, following the expiration of its contract with Local 802 of the American Federation of Musicians Nov. 1, has been extending its agreement with the union on a week-to-week basis, pending final negotiations.



Drawn for BROADCASTING by Sid Hix

"We had to get a young home director . . . Mrs. Primpuss couldn't get meat from the butcher!"

Donald Shaw Gets Sales Post at Blue

Leaving CIAA; Will Manage Commercial Program Sales

DONALD S. SHAW, manager of the New York radio division of the Coordinator of Inter-American Affairs, on Nov. 15 joins the BLUE Network in the newly-created position of commercial program sales manager. His appointment marks another step in the gradual development of the BLUE's commercial program department created in September, 1942, according to Edgar Kobak, BLUE executive vice-president.

Mr. Shaw

Mr. Shaw will specialize in selling programs built by the network, and will supervise program sales, working with C. P. Jaeger, network sales manager. In the same department is Melvin P. Wamboldt, commercial program supervisor, whose special duties are to work with agencies and clients on current commercial shows and to develop new shows for sale.

Joined NBC in 1930

Active in the agency field since 1920, Mr. Shaw first entered radio in 1930 when he joined NBC and for three years was Eastern sales manager. In 1936 he returned to the agency business as assistant to the president of McCann-Erickson, New York, where he had charge of all radio activities. Before joining the CIAA, he was vice-president and general manager of WMCA New York. Earlier in his career he was partner in the advertising agency of Cleveland & Shaw, sales promotion manager of the Vacuum Oil Co., and merchandise manager of Hunter Mfg. & Commission Co.

Succeeding Mr. Shaw as head of the New York radio division of the CIAA is Wilfred S. Roberts, who retains his position as program director for the radio division, according to Don Francisco, assistant coordinator and director of the radio division. Prior to joining the CIAA a year and a half ago, Mr. Roberts was production manager of NBC.

MGM Withdraws Morgan

ACTING on a provision in its film agreement with Frank Morgan, MGM has served notice on Benton & Bowles Inc. that the comedian would be withdrawn from the weekly NBC *Maxwell House Coffee Time* in six weeks. Although giving no reason for the withdrawal, film studio is packaging a half-hour variety show with MGM talent, to be offered for sponsorship at a reported $15,000 weekly. Besides Morgan, proposed program will include Robert Young as m.c., with Phil Rapp as writer-director, a name orchestra and singer.

all right ... get nosey, Bub!

Actual Photograph on KMBC Service Farms of prize Berkshire Hog

—and when you do, you'll find why KMBC is *first* in the hearts of America!

It's the old principle of giving the customers what they want, when they want it. Rural thousands, 49% of the population in the "Heart of America," prefer KMBC because this is the *one* station with a program service tailor-made for their needs. *Only* KMBC maintains a farm department of two full-time farm experts. *Only* KMBC has a complete livestock farm, operated in behalf of its listeners. *Only* KMBC has the exclusive right to broadcast official market reports direct from America's largest livestock building. It's like adding two and two together. The answer is obvious. *As for that urban 51% of the population*, authentic surveys are the evidence of proof that KMBC is *first* with most of the listeners—most of the time.

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